AMERICAN ★ ★ ★ ★ BUSINESS

FEBRUARY 1958

In Two Parts—Part II

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* * *

Management Engineers

Public Relations

Export Consultants

Labor Relations

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Market Surveys

In-Plant Feeding

Advertising Agencies

Audio-Visual Aids

Office Help Services

Sales Training

Directory Issue

MANAGEMENT CONSULTANTS and Business Services

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MARKETING CONSULTANT SINCE 1934

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The Publisher's Corner

Where you can get to know us better and we can keep you informed of our plans to serve you better

When You Need Help

WE constantly are asked by subscribers to recommend someone to help them set up a compensation plan, or a sales training school; or to handle some other bothersome problem. To provide a working list of consulting firms, we included such a feature in our August 1956 issue. However, since only consultants who returned our questionnaire were included in that 1956 list, there were some omissions.

In the present listing, we have not only added classifications in semiconsulting areas such as advertising agencies, actuaries, audio-visual aid producers, aptitude-testing specialists, and so forth, but also have given you more facts about each firm listed.

How the List Was Compiled

In preparing our master list, we have not attempted to search every telephone directory for the names of self-styled "management or business consultants." First, we took the list of business consultants which we maintain here in our editorial offices. These are firms that have been recommended to us by subscribers.

To this list we have added consultants known to be members of certain professional associations, such as the American Association of Advertising Agencies, American Management Association, Public Relations Society of America, Association of Consulting Management Engineers, and so forth. By applying one test or another, we then screened out firms which seemed to lack facilities for properly serving clients outside of their home office location.

To each name remaining on this list after the initial screening, we sent a questionnaire asking each firm to classify itself for listing, according to the firm's (or individual's) principal area of service to management. We also asked for information concerning the principals of the firm, the year the business was established, the cities where it maintained branch offices, and so forth.

This data, after checking, has been included with each listing received before presstime.

Specialists vs. Generalists

It is our conviction that everyone in the management consulting business is especially qualified by experience and skill in a few particular phases of management. The larger firms, of course, are composed of specialists in different phases of management. But the majority of consulting firms prefer broad classifications which are not especially helpful to the user of a directory. You want to know what the firm can do for you.

To give the firms listed here an opportunity to define the areas they are best qualified to serve, we have arranged the directory issue so they can supplement the standard information with more detailed data about their services. There is a suitable cross reference to help you find the consultants' cards. These cards, therefore, are not a breach of professional ethics.

We believe all the consultants listed in this publication are qualified to serve you in their specialties. We suggest you select a few from a classification and personally contact them to make sure they can give you the service and counsel you need. We know nothing of the financial responsibility of these firms, nor have we checked their record to determine how satisfactory their services have been.

We hope you will find many uses for this directory issue, and that you will let us know of any discrepancies or errors you might find in it.

J. C. Aspley

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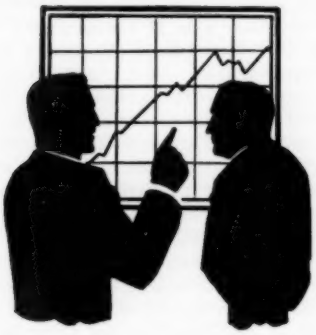
AMERICAN BUSINESS
February 1958—Part II



How to Choose a CONSULTANT

- **Place of the Consultant in Management**
- **Finding the Consultant Suited to Your Needs**
- **Large Versus Small Consulting Firms**
- **Working With the Consultant**
- **Evaluating the Consultant's Contribution**

ONE of the significant changes taking place in business today is the increasing use corporations are making of "outside" consultants. There are hundreds of companies that credit their growth and success to the wise counsel of a business consultant. Whatever stigma was once attached to the "efficiency engineer" of a decade ago has now completely disappeared; and we find consultants working closely with management in such areas as finance, production, procurement, labor relations, sales, and general administration.

In fact, the more progressive managements today retain a management consultant, or several of them in special fields to advise them on problems where an outside viewpoint or wider experience might be useful. The traditional idea that management consultants are "business doctors," to be called in to cure a sick business, is giving way to using consultants to make a good business better. There is no business, large or small, that is doing everything as well as it could be done.

There is a tendency to overemphasize the use of a consultant to prop up a weak management. Actually, as one consultant pointed out:

The most rewarding consulting relations usually are developed with those companies that have strong, alert management men who retain consultants for one of the following three reasons:

a. As continuous auditors and objective sounding boards for existing and proposed management programs;

b. As augmentation of their own staff for expediting major projects, even when the client's own staff already includes the necessary technical skills;

c. As specialists in advanced technical areas of business management, where it is impractical to have such specialists as permanent members of their own staff.

Companies frequently ask us to audit certain or all phases of their operations, not with the suspicion that anything is wrong, but rather with the purpose of discovering opportunities to do a good job even better.

Other companies will ask us to install complete time-standards programs, even when they have competent time-study men, so that the program can be carried out in the shortest possible time without disrupting normal operations.

Still other companies will ask us to apply the most advanced techniques to complex problems like production, scheduling, facilities location, inventory control, or intensive market research where their own staff does not have experience in these advanced techniques.

It is not unusual for companies to retain a management consultant as a nonvoting director. Some boards of directors take a negative approach to new ideas; they are concerned with immediate profit, at the expense of long-range planning. Here a management consultant can be most helpful. He has access to the information needed for effective long-range planning. Thus, he is in a position not only to propose new projects and activities, but also to register an emphatic "no" when a proposed action runs counter to his experience and judgment.

But locating and choosing a consultant capable of giving you the advice and counsel needed by a growing business is not as simple as it might seem. There are an estimated 13,000 consultants to choose from, and there are qualifications such as experience, location, fees, and other considerations to be weighed and evaluated. *There is also the question of where to find them.* You can't pick them out of a telephone directory; you can't rely on a friend's recommendation, because he might be prejudiced; nor can you find the type of firm you are seeking by reading newspaper advertisements. The advertising of consultants is usually restricted to professional notices or "cards."

When Consultants Are Needed

Lack of Drive at Top-Management Level

Consultant can help in moving up younger, more aggressive executives, or in recasting executive compensation plan.

In-Fighting at Middle-Management Level

May call for a stronger organizational plan, with better communication and job-structuring.

Too Many Wrong Management Decisions

Consultant can help you set up and administer a management development program; install better executive selection procedures.

Rapid Decline in Ratio of Profits to Sales

This usually calls for an over-all study of administrative, purchasing, production, selling, and financial methods.

Slowdown in Rate of Growth

May need an exciting new product or selling plan, a start toward diversification or a long-range growth plan.

Failure to Hold Share of Market

A market survey by territories and products might give the answer to this problem. Objective approach is a "must."

Declining Customer Acceptance for Product

An advertising agency or an independent marketing consultant with a fresh point of view should be able to help correct this weakness after studying the problem.

Excessive Cost of Operating Sales Force

A marketing consultant can help here. Requires a study of how salesmen use their time, their sales-call efficiency, and the setup of the sales organization.

Inventories of Finished Goods Tying Up Too Much Capital

Calls for changing the inventory-control system to guard against overstocking and waste, and also for better control of work in process.

Too Rapid Employee Turnover

A job for an industrial relations specialist which usually calls for an employee opinion poll.

The Age of Specialization

The problem of finding and selecting a consultant (as differentiated from a counselor) qualified to work with you is complicated by the fact that the management engineer of today tends to specialize. He might specialize on one or two closely related industries or lines of business. He might specialize on problems in certain management areas. Or he might confine his efforts to a territory within a night's ride of his headquarters office.

Not so long ago, AMERICAN BUSINESS was asked by a member of the faculty of the University of Illinois on loan to the Organization for European Economic Cooperation to help him find a consultant for a Belgian company. Our OEEC friend was helping the firm to set up a mass production operation.

The Belgian company had its production line running nicely, but it didn't have enough orders coming in to keep it running. The company was advised by our friend to parallel mass production with mass selling, since you can't very well have one without the other. That means hiring and training a sales force on the American plan. But there was no one available in Belgium who understood just how to go about setting up an American-type sales-training program. So we were asked to suggest a firm of consultants with these qualifications:

1. The firm must specialize in sales training and be experienced in establishing schools for training salesmen;

2. It should have an office on the Continent or in Britain, staffed with experienced principals;

3. Lacking that, it should be large enough to send a principal to Belgium who could stay long enough to get the program under way;

4. He should know how to speak French and German.

While the needs of this Belgian company were more complex than those of most readers, more and more of the inquiries that come to our offices want the names of consulting firms specializing in a particular area of management, such as management development, sales management, labor relations, etc. While there are a number of well-staffed firms qualified to give counsel on practically all phases of managing a business, the trend

in consulting work, like the trend in medicine, law, and engineering, is toward specialization. This trend multiplies the difficulties of choosing the proper consulting firm.

The Place to Begin

The first step in choosing a consultant is to determine exactly what you want the consultant to do. This may sound trivial, yet it is true that most companies wait until they experience trouble in the profits department before calling for help. They give the consultant a roving assignment to make a general study of the business and tell them what is the matter with it. These so-called "open-end" surveys are the reason why some businessmen have a poor opinion of consultants. Open-end surveys usually run into a lot more money than expected, and it is difficult to evaluate the worth of a general survey. All you get for the money is a neatly packaged report. Nothing has happened.

The Next Step

The most satisfactory way to choose a consultant is to take one spot where you know you are weak, and call in the consultant you consider best qualified to help you solve your problem.

A slowdown in the rate of growth, for example, would be an obvious indication of sickness and the need of new ideas and improved methods. Loss of major accounts is also a warning sign. High turnover of employees, particularly executives, is another sign of business deterioration. Slow-turning inventories, excessive increase in overhead expense as related to sales, rising operating costs for salesmen without compensating sales increases are others.

Sometimes a better system for selecting employees can cure a number of situations. Or a new product backed by an improved sales plan may be needed. A market study to determine whether sales and advertising effort is being well placed might show up situations which materially affect profits. A survey to determine employee attitudes could bring to light employee relations situations which often are at the bottom of skyrocketing production costs.

Choosing a consultant is just as important as selecting a top executive, because most companies find that once they work with a consulting firm, they want to con-

When Consultants Are Needed

Union Troubles

An experienced labor relations consultant who knows the ropes may save you thousands of dollars.

Inability to Attract Trained Workers

A public relations consultant can be helpful in conducting effective employee relations programs; also call in a specialist in employee benefit plans.

Loss of Profits Due to Outmoded Equipment

Concerns using obsolete machinery and methods can save thousands of dollars by employing a consulting engineer.

Company Treated Badly by Press

A public relations consultant can help here, as well as assisting in setting up practical over-all public relations policy.

Emergencies Affecting Relations With the Public

Employ a qualified public relations consultant to "put out the fire" and then retain him to prevent future "fires."

Inadequately Protected Corporate Assets

A nonselling insurance consultant can analyze the potential losses to which a business may be subject and recommend the most economical protection.

Replacing Old Management Blood

Have your consultant recruit executive talent for positions that need the infusion of new blood.

Faulty Expense Control

A certified public accountant can set up records to provide accountability for responsibility and to check results against budget.

Deterioration of Corporate Reputation

A public relations consultant can help management correct this through public opinion research and planned publicity.

Excessive Cost of Clerical Overhead

There are consultants well qualified to help in this area of cost control.

Bad Community Relations

A made-to-order assignment for a good public relations consultant or a specialist in community relations.

Pilferage and Embezzlement

A consultant on these problems, plus the possible use of lie detectors, can be of help here.

How Consultants Help Management

1. *Top-Management Problems*

Appraising the value to the business of key personnel, including top management. Suggesting new products and services. Reorganizing the structure of key jobs. Assisting in financial problems. Improving employee communications. Modernizing the executive compensation program. Co-ordinating sales with production. Better appraisal of net profitability of each product.

2. *Customer Relations*

This is the root of sagging sales and profits. Better customer relations calls for both long-range and short-range plans. The distribution policy needs realignment with changing competitive conditions; a whole new approach may be necessary.

3. *Employee Relations*

Preventive measures to head off costly disputes are a "must." Negotiating and servicing union agreements. Representing management before Labor Board hearings. Better selection of employees. Improved up-and-down communications between management and employees. Profit-sharing and pension plans. Strengthening community relations. Wage studies and training programs, including executive development.

4. *Production Problems*

Plant relocation and facilities. Incentive pay plans. Boosting declining worker productivity. Better tool design and work scheduling. Setting production standards. Revising labor policy. Waste control. Improving materials management, warehousing, and organization. Measuring factory performance.

5. *Sales Management*

Recruiting, selecting, and training salesmen. Setting territorial quotas or loadings. Pricing policies. Sales incentives. Communications to salesmen. Co-ordination with credit department. Advertising counsel. Dealer relations. Special campaigns to achieve short-term goals.

6. *Office Management*

Improved systems and procedures using new electronic equipment. Establishing office production standards. Records administration. Forms design. Work simplification. Layout and lighting to improve flow of work. Order-handling and billing systems to improve customer service.

7. *Stockholder Relations*

Preventing shareholder unrest and possible proxy fights. Maintaining a good market for clients' stock. Annual reports. Record-keeping. Stockholder communications. Arranging stockholder meetings.

8. *Relations With Government*

In addition to community relations (with local government), this area of service includes fiscal affairs of municipalities, county and state governments. Allocation of functions. Independent assessments, and so forth.

tinue the relationship indefinitely. There is one small, but rapidly growing company in Dayton, for example, that regularly employs several consultants, each of whom is a specialist. The president of the company credits this policy with the outstanding success it has achieved in a relatively few years.

This executive reasons, with good sense, that because business is so complicated today and policy decisions are so important to the company's growth, it is just good business to get professional counsel whenever it might seem advisable. He figures that the fees he pays to consultants amount to less than he would have to pay for a good administrative executive.

It has been said facetiously that company presidents are apt to choose consultants about as carelessly as they do sons-in-law. Presidents may choose a public relations consultant to help them solve industrial relations problems, an industrial relations consultant to aid them with a public relations dilemma. "Therefore," remarked one consultant, "the counselor often is too theoretical, and it is another case of 'the blind leading the blind.'"

The Dayton company prefers to employ several small firms, and even individuals, to work with departmental managers as well as top management, rather than to rely upon one large firm where the principals are not always able to give a small problem personal attention. But there is much to be said both ways. The size of the consulting firm is not as important as who will service the account. A weakness of some large firms is that they will send a principal to get an assignment started and then turn the job over to a junior staff member. But even though the junior staffer's time may be billed at $50 a day, while a principal's time would be billed at anywhere from $100 to $500 a day (depending upon the man, the time, and the importance of the assignment), this is not too satisfactory. Using several smaller consulting firms has the merit of stimulating competition between the firms, just as splitting up an advertising account among several advertising agencies has worked well for a number of large national advertisers.

Checking the Firm

Regardless of whether you decide to engage a firm with staff

members specializing in various areas of management or to employ one or more individual specialists, there are a number of factors to consider.

In the case of a firm of consultants, it is important to know the qualifications of the staff members who will be assigned to your company. Have these men had the type of experience your work requires? After all, you are buying experience as well as judgment. In the case of an individual, it is wise to check whether he has been counseling long enough to have the entrepreneur approach to business. Or is the man simply a technician?

What has the consulting firm done for others? What has the individual done for his clients? Information that the consultant's services were "satisfactory" or that he saved x number of dollars or increased sales by x percent is helpful; but without knowing all the contributing factors, it is difficult to evaluate such a statement. You need to know whether the consultant used a creative approach in working with clients or if he merely recommended standard, more-or-less "canned" solutions, which sometimes work and sometimes fail.

A bank check is advisable. Where does the consultant or firm bank? What can you learn about his or its financial position? Men or businesses that cannot manage their own affairs are hardly qualified to tell others how to handle theirs. If you cannot obtain this information from the bank, you can get a field report. A skilled investigator can find out a lot of things you should know, by working from one client to another. Companies use this technique when checking executive applicants, so why not utilize it in checking on individuals or firms whose advice may mean a profit or a loss to the firm?

Unfortunately for the management consulting profession, consultants often are selected because (a) they belong to the same country club the boss does; (b) a salesman has convinced the boss that his firm knows all the answers; (c) a friend recommended them. In such cases, a check of the candidate's qualifications seldom is made. Too much is often taken for granted by the executive hiring the consultant.

A well-known consultant observed to the editor of AMERICAN BUSINESS, "If corporation presidents took as much time in selecting a consultant as they do in choosing a new hunting dog, everyone would be better off. Management consultants would be more highly regarded, and management would get greater value for the money it spends on fees."

Professional Status

Another factor which might well be considered in checking a consultant's qualifications is whether he is a member of a professional organization, such as the Association of Consulting Management Engineers. This criterion applies especially to firms with diversified staffs that you may wish to retain on an annual fee basis for advice on all phases of the business.

ACME, for example, believes the consultant's function is to supplement the work of business leaders, making the best industrial experience available to his clients. The consultant serves as a link between the expanding sum of management knowledge and the executives responsible for putting that wisdom to most effective use. The association advocates employing management counsel on a continuing basis, with the consultant working in daily association with management itself. ACME opposes the "business doctor" concept of management engineers.

Members of this association subscribe to a code of professional ethics which deals with keeping all information about clients' operations confidential, charging reasonable fees for services, not serving competitors of clients, restricting consultants' "undignified" advertising, not taking kickbacks from suppliers they have recommended to clients, etc.

The association in its promotional brochure, "How a Management Consultant Serves Business," advocates impartial investigation as a basis for selecting a consultant. According to the association, factors such an investigation should cover are: the amount of repeat business clients give the consultant; the opinion of his integrity held by other professional men; his reputation among trade association officials, business paper editors, and similar objective sources of information.

Telephone Check

Assuming that you have screened a number of consultants and narrowed your selection to three or four, recommended procedure is to ask each candidate for the names of three principal clients so that you can contact them regarding his work.

Instead of writing to these references and receiving the usual perfumed endorsements (you can be sure you will get a good report from persons whose names have

Securing Best Results

1. Advance discussion with all company personnel concerned ensures agreement that there is a problem to be solved, brings about realization that the consultant is being employed for a definite and constructive purpose, helps to induce co-operation with the consultant when he comes, and saves time and expense by enabling the consultant to get a fast start.

2. Thorough and honest briefing of the consultant on all important aspects of the work, and especially in regard to the personalities involved, will likewise eliminate wasted time and expense.

3. Having the consultant work closely with a specified individual (or group) within the organization generates mutual understanding of the steps taken and to be taken throughout the progress of the assignment, helps to keep the work "on the beam," and by affording opportunity for discussion of tentative conclusions ensures that recommendations will be realistic and practical in the light of the circumstances of the particular situation.

4. Management willingness and ability to give generous amounts of time and thought to the consultant as he works will pay off in the end. After all the problem is management's, and the consultant can do no more than assist in its solution—which he is likely to do not only in proportion to his ability but also according to the co-operation he receives.

been given you for this purpose), call each person, long-distance if necessary. Ask the client for his confidential opinion of the consultant's ability to solve your problem. You can then branch off into other channels, such as how the consultant works with people, his integrity, and matters which most people hesitate to put in writing.

Usually, consultants are glad to have a prospective client contact clients in this way, since they hesitate to publicize their clients' experiences because prospects are likely to expect similar savings in their own situations. To promise such results, prior to study, is neither practical nor honest. Even if it were possible to know in advance exactly where tracking down a problem would lead, the more important findings are so inextricably bound up in the over-all success of the company that they seldom can be isolated and given an individual price tag. The acid test is whether the client feels that he got his money's worth.

Importance of Age

From the standpoint of ability to serve, a consultant's number of years in business means little. A young firm staffed with young men eager to make a name for themselves might do a better job in certain areas than an established, self-satisfied firm. For seasoned judgment, however, the older firm or consultant is able to give sound counsel since it has wider knowledge to draw upon. Also, an older firm can be checked more easily and accurately than one which has engaged in consulting work just recently.

Obviously, to evaluate a firm solely on length of time in business does not make sense. This is especially true in the case of advertising agencies, designers, architects, and other fields where the work is creative. But age should be considered, if for no other reason than this: Once a consulting relationship has been established, the consultant becomes, in effect, a part of management. His tenure of employment should continue for many years. You do not want to undertake such a close relationship with an unstable firm that may be here today and gone tomorrow.

How About the Fee?

It has been well said that in hiring brains, the best usually are the cheapest. This axiom is especially true of consultants and business services. Bad advice can be mighty costly; by the same token, wise counsel can be profitable.

A man qualified by experience, judgment, and temperament to counsel management usually is capable of holding a top job in business. If he is a member of a consulting firm, his salary generally is in a high bracket. Added to whatever salary these principals are paid, is the expense of operating the office; cost of time spent consulting with prospective clients, which cannot always be billed; allowance for vacation and sick time; and other costs of doing business.

Fees for consulting services, therefore, usually are on a per diem basis. The daily fee charged against the job depends upon the staff man assigned and the nature of the work. The time of senior staff members may be billed at $100 to $500 a day; the time of junior members may be billed at $50 to $100 a day.

Out-of-pocket expenses incurred by consultants also are charged against the job. Because of these variables, lump-sum arrangements are rare. It is well to get an estimate of the time required to do the work you have in mind and the hourly fee to be charged, in order to protect yourself against an open-end commitment, which can be very costly. Reputable consultants are glad to make such estimates.

Appraising Consultants' Services

There is a tendency to expect too much from consultants. These men are not miracle workers. They are human beings and, as such, are subject to errors in judgment just like the others on the management team. Evaluating their worth is sometimes simple, sometimes complex. If a consultant has been retained to put new life into the business, judging his contribution is fairly easy. He may recommend a new group of products, a revised marketing policy, and a different management lineup. Put into effect, his recommendations may produce a marked increase in sales and profit.

As a rule, measuring the results of the consultant's efforts is more difficult. Perhaps the main benefit is in strengthening management and making up for the shortage of executives, which is an ever-increasing problem. In that case, the benefits of retaining a consultant would take the form of procedures suggested by company executives who have been exposed to his counsel. This is particularly true when the consultant is retained to advise the board of directors of the top-management team. Here the fee would be regarded as a form of business insurance.

But, tangible or intangible, short-run or long-run, there should be definite indications of a job well done. Here are some of the plus signs to look for, according to the Association of Consulting Management Engineers:

1. The assignment has been carried out without upsetting the retaining organization;

2. The original cost and time estimates were realistic;

3. The consultant's recommendations have been implemented;

4. The organization has accepted the recommendations as practical and is willing to live with them;

5. Management has received a stimulus to its own thinking;

6. The company would be willing to employ the same consultant again.

In appraising the worth of a consultant's services, it is essential not to confuse *savings* with *profits*. It is not easy to differentiate between the two. For example, in evaluating so-called direct labor "savings," R. C. Trundle suggests using the following test to see if actual savings were made in direct labor. Can you:

a. Make an immediate revision in your direct-labor standard?

b. Use the new direct-labor standard in your pricing?

c. Evaluate whether the change in the direct labor has caused any change in indirect labor, supplies, depreciation, other burden accounts?

d. Immediately change your burden rate to reflect these increases?

e. If so, have you realized that your burden rate must not only be higher to take care of increased burden costs, but also because it is now to be applied to less direct-labor dollars?

In other words, you must be sure that the time savings made as a result of a consultant's recommendations (or, for that matter, as a result of any suggestion) show up on the payroll, and do not represent more time your employees have for visiting during coffee breaks, playing checkers, or stretching their work.

Specialized Business Services

ONE of the important developments in the consulting and business service fields has been the trend toward specialization. This is true of management consultants and it is even more true of those who serve business in the dual capacity of consultants and producers. There are a steadily increasing number of these business specialists, and their services are being used more and more by management.

It is interesting to note, for example, that when Sears, Roebuck & Company decided to issue *The Sears World*, a house publication to keep 30,000 Sears executives informed on company policies, it engaged the services of an outside organization specializing in that kind of service, even though there were Sears employees who could have done the job.

The management decided to use an outside specialist because (1) it wanted an outside approach; (2) the outside organization had valuable experience which could be utilized in the development of the new publication; and (3) most of those in the Sears organization who were qualified and capable of getting out the new magazine had other important duties.

It obviously would be unwise to overload an executive with new responsibilities. One or the other would suffer. Then, too, the outside firm had "know how" as well as facilities which would be useful. No employment commitments (such as taking on staff specialists) would be necessary to get the magazine off the ground.

This last consideration is more important than it might seem. Experience shows that employing specialists to undertake a new project, or to get over a seasonal peak, is usually expensive. Even though the employees were put on the payroll with the understanding the job was temporary, there is always a tendency to keep so-called temporary executives longer than they are needed. With so many specialized services available today, a company which does not make full use of their facilities is overlooking a good bet.

The office equipment field offers one example of a type of specialized service available at no cost to management. Salesmen for office appliances, such as accounting machines, computers, addressing machines, duplicators, and so forth, are trained in systems work. These men are qualified to come into your office and assist you in setting up a system that will save you time and money. To be sure, the system will require the use of their equipment, but their advice costs you nothing if you decide to use other equipment or none at all.

Periodically, AMERICAN BUSINESS carries reports about how various companies effected savings by processing orders by means of a combination of different types of equipment. In most cases, these systems were suggested by a specialist representing Moore Business Forms or other manufacturer.

This kind of counsel is most valuable in the case of a firm contemplating the purchase of electronic data-processing equipment. Representatives of concerns like IBM, Remington Rand, Burroughs, National Cash Register, Addressograph-Multigraph, Friden, and others, function as consultants and, for all practical purposes, *are* consultants. It would be foolish not to take advantage of any suggestions they make to simplify your office procedures. While there are independent consultants who specialize in this sort of work, some do not have the wide knowledge of the use of particular equipment enjoyed by the manufacturer's own representative.

Or take the case of a company considering the modernization of

Checking a Business Service

What About Its Qualifications to Do the Work?

Did you get the contractor (or sales representative) to name at least three persons the firm has served for two years or more, for a telephone check? Did you ask each person you talked with if he knew of some other company (or person) the contractor had previously served, and check them?

Is the Firm Financially Reliable?

What does the bank say about its ability to pay its bills? Does it carry insurance on work in process? What protection would you have in the event it was taken over by a creditors' committee or filed for bankruptcy?

What About the Firm's Facilities to Carry Out an Agreement?

Have you visited its plant or offices and seen its equipment? Is it going to be able to do the work under its own "tent" or will it farm the work out? What provision does it have for inspecting the work before it is shipped?

Has Provision Been Made for Extras?

Even though you have what seems to be an "all inclusive" estimate on cost, there is always the possibility of changes that will require extras. Does your agreement spell out what the charge for extra time, overhead, profit, etc., will be? Time and material plus 10 percent sounds cozy, but what is meant by "time"—labor plus what?

How About Failure to Keep Delivery Schedule?

If a deadline is involved, a firm delivery date should be set up in the agreement, subject to a reasonable penalty in event of failure. A contractor who knows his ability to deliver will not hesitate to make such a stipulation.

On Time Reports for Better Management

Fast, accurate, on-time reports are a **"must"** for any business which hopes to survive in a competitive market. Highlighting problem areas quickly — excessive cost conditions, profit leaks, slow results — is the first step for taking positive action.

May and Speh, by means of high-speed UNIVAC electronic data processing, can provide you with a sweeping, consolidated picture of your true business condition. Qualified systems analysts and programmers translate your aims and objectives into factual reports as you need them, give you a new insight into your total operation.

The cost? . . . unbelievably small. That's why it will pay you to investigate this special teamwork for management provided by May and Speh. We serve clients coast to coast.

Further information for management on fast, on-time reports is contained in our new booklet **"Does Your Business Need a Spokesman For Economy?"** Send for your copy today!

- **FACT FINDING**
- **BUSINESS CONTROLS**

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its offices to save space. The General Fireproofing Company, Shaw-Walker, and others have departments to assist customers in laying out an office to best advantage. Such consultation costs the customer nothing; the expense is charged to sales promotion. There are many instances where the recommendations of these service departments have saved customers thousands of dollars annually in floor space.

A problem in working with specialized service organizations is selecting those that will not only do a good job for you, but also are honest and reliable in their customer relationships. When you deal with a professional consultant, if he is a member of an accredited profession, he will usually adhere to the profession's code of ethics. There is little probability that any firm of certified public accountants, for instance, would prove dishonest. It might be inexperienced, it might be unreliable—but not dishonest. In dealing with a service organization that sells something besides counsel, you do not have such assurance. You have to be more careful.

Men With Something to Sell

This is not to say that persons engaged in serving business are any less honorable than others, but in every classification of business there are a few persons who are more interested in getting an order than in giving service. The advice they give, the recommendations they make, and the service they render all too often are slanted toward getting the customer to do what is best for the service organization, rather than best for the customer. These are men who have not learned that "he who serves best, profits most."

A Check List for Service Organizations

Before employing a service organization to help you with some project (if it involves a sizable expenditure), it is desirable (as well as the customary practice of prudent businessmen) to apply certain tests designed to bring to light negative points which might otherwise go unnoticed. While this procedure takes time, it is even more necessary than checking a prospective salesman or employee. Once you are involved in a service project, it is not always easy to become disinvolved. Too often a service firm is engaged on the recommendation of some friend, or even upon hearsay evidence, without any real check being made of the firm's integrity or qualifications. Usually that sort of selection spells trouble. Checking can prevent disappointment.

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1958 Directory Issue

MANAGEMENT CONSULTANTS

and Business Services

EDITOR'S NOTE: No attempt has been made by the publisher of this Directory to present a complete list of all firms in each classification. Through checking with subscribers and others using the services of consultants, we have sought to prepare a list of firms that have rendered satisfactory service and for other reasons are in a position to serve readers of AMERICAN BUSINESS efficiently

ACCOUNTANTS (1)

(See also: Tax Matters)

MARTIN A. COGBURN — **Est. 1944**
58 Sutter Street
San Francisco 4, California — **Yukon 2-3400**

JAMES J. HICKEY — **Est. 1958**
88 Lindsley Place
Stratford, Connecticut — **DRexel 8-2228**

JOHN J. LANG & CO. — **Est. 1951**
509 Olive Street
St. Louis 1, Missouri — **Garfield 1-3391**

PRINCIPALS: John J. Lang, partner; Alfred A. Weber, partner; Arthur R. Betz, partner.

We have not attempted a complete listing because of professional dislike of publicity. However, the American Institute of Accountants, 270 Madison Avenue, New York 16, New York, does publish a roster which lists its members in the principal cities.

ACTUARIES (2)

BAYLY, MARTIN & FAY, INC. — **Est. 1930**
3460 Wilshire Boulevard
Los Angeles 5, California — **DUnkirk 5-2471**

PRINCIPALS: William N. Martin, president; Robert S. Whitmore, first vice-president; Clough S. Steele, vice-president; Harold M. Alling, vice-president; Jack Dillon, vice-president; William D. Murdock, vice-president; Chas. R. Warde, secretary.

OFFICE: San Francisco, Calif.

LOUIS BEHR ORGANIZATION — **Est. 1943**
29 South La Salle Street
Chicago 3, Illinois — **DEarborn 2-3581**

PRINCIPALS: Charles A. Cummins, partner; Herman C. Edwards, partner.

OFFICE: Cleveland, Ohio.

BROWN AND RICHARDSON — **Est. 1953**
1 North La Salle Street
Chicago 2, Illinois — **CEntral 6-9633**

PRINCIPALS: Edward D. Brown, Jr., partner; Robert A. Richardson, partner.

OFFICE: Brown, Conrad and Richardson; Cleveland, Ohio.

HARLEY N. BRUCE & ASSOCIATES — **Est. 1929**
7620 North Rogers Avenue
Chicago 26, Illinois — **HOllycourt 5-6122**

PRINCIPALS: Harley N. Bruce, chief actuary; Robert E. Bruce, actuary.

OFFICE: Pittsburgh, Pa.

CONNELL, PRICE & COMPANY — **Est. 1950**
161 Devonshire Street
Boston 10, Massachusetts — **LIberty 2-8590**

PRINCIPALS: Thomas J. Connell, partner; Archibald M. Price, partner; John M. Darnton, actuary; Stefan Peters, actuary.

ROBERT L. CUMMINGS AND COMPANY — **Est. 1947**
75 State Street
Albany 7, New York — **6-7663**

PRINCIPAL: Robert L. Cummings, president.

JOSEPH H. DAOUST & ASSOCIATES, INC. — **Est. 1952**
319 Penobscot Building
Detroit 26, Michigan — **WOodward 5-7225**

PRINCIPALS: Joseph H. Daoust, president; John Hanson, actuary; Marvin Kornhauser, actuary.

E. I. EVANS & COMPANY — **Est. 1944**
520 Huntington Bank Building
Columbus 15, Ohio — **Capitol 1-6308**

PRINCIPALS: E. I. Evans, president; W. J. Mackey, secretary-treasurer.

OFFICE: Canton, Ohio.

JOSEPH FROGGATT & CO., INC. — **Est. 1913**
74 Trinity Place
New York 6, New York — **Whitehall 4-7440**

PRINCIPALS: Joseph Froggatt, Jr., president; Scott Harris, executive vice-president; W. L. Hippard, vice-president and secretary; Harold C. Crawford, vice-president; Richard P. Winfield, assistant secretary; D. B. King, assistant western department manager; A. R. Baumann, vice-president.

OFFICES: Boston, Mass.; Chicago, Ill.; Dallas, Texas; Detroit, Mich.; Hartford, Conn.; Los Angeles, Calif.; Newark, N. J.; Philadelphia, Pa.; St. Louis, Mo.; San Francisco, Calif.; Seattle, Washington.

HAIGHT, DAVIS & HAIGHT, INC. — **Est. 1911**
2801 North Meridian Street
Indianapolis 8, Indiana — **WAlnut 5-8978**

PRINCIPALS: Arthur M. Haight, president; Frank H. Davis, vice-president and treasurer; Donald B. Dahn, vice-president and secretary; Stanley W. Dale, vice-president.

OFFICE: Omaha, Neb.

ARTHUR STEDRY HANSEN — **Est. 1930**
1080 Green Bay Road
Lake Bluff, Illinois — **Lake Bluff 3400**

PRINCIPALS: Russell R. Reagh, partner; Orville C. Beattie, partner; Donald I. Brothers, partner; Robert V. Thonander, partner; Alan A. Groth, partner.

OFFICE: Chicago, Ill.

EDWIN SHIELDS HEWITT AND ASSOCIATES **Est. 1940**
Libertyville, Illinois **Libertyville 2-4080**

PRINCIPALS: James A. Attwood, partner; Richard L. Diemer, partner; Edwin Shields Hewitt, partner; Jack Alan James, partner; Charles L. Kluss, partner; Gayle B. Mattingly, partner; Howard C. Meadors, partner; Melbourne H. Mudd, partner; Thomas H. Paine, partner; Rodger R. Patrick, partner; Howard L. Peck, partner.

OFFICE: Chicago, Ill. Briargate 4-7500

MARSH & McLENNAN, INCORPORATED **Est. 1871**
231 South La Salle Street
Chicago 4, Illinois **FInancial 6-1400**

PRINCIPALS: W. Donald Maus, chairman of the board; Hermon Dunlap Smith, president.

OFFICES: Atlanta, Ga.; Boston, Mass.; Buffalo, N. Y.; Detroit, Mich.; Duluth, Minn.; Indianapolis, Ind.; Los Angeles, Calif.; Milwaukee, Wis.; Minneapolis, Minn.; New Orleans, La.; New York, N. Y.; Phoenix, Ariz.; Pittsburgh, Pa.; Portland, Ore.; St. Louis, Mo.; St. Paul, Minn.; San Francisco, Calif.; Seattle, Wash.; Tulsa, Okla.; Washington, D. C.; Calgary, Montreal, Toronto, Vancouver, Canada.

McLAURIN & ROEDER, INC. **Est. 1956**
1026 Buhl Building
Detroit 26, Michigan **Woodward 2-3056**

PRINCIPALS: Henry J. McLaurin, president; Richard G. Roeder, vice-president.

THE HOWARD E. NYHART COMPANY, INCORPORATED **Est. 1945**
2939 North Meridian Street
Indianapolis 7, Indiana **WAlnut 6-2485**

PRINCIPALS: Howard E. Nyhart, president; Eldon H. Nyhart, executive vice-president; Douglas D. Stegner, vice-president; Robert S. Yoder, actuary.

OFFICES: Dallas, Texas; Louisville, Ky.

THE SEEFURTH-McGIVERAN CORPORATION **Est. 1953**
1 North La Salle Street
Chicago 2, Illinois **STate 2-5100**

PRINCIPALS: Nathaniel H. Seefurth, president; Allan B. McCombs, executive vice-president; Ben S. McGiveran, vice-president.

OFFICE: Milwaukee, Wis.

GEORGE V. STENNES AND ASSOCIATES **Est. 1952**
1433 Northwestern Bank Building
Minneapolis 2, Minnesota **FE 9-8789**

PRINCIPALS: George V. Stennes, owner; Franklin C. Smith, associate; Gerald G. Toy, associate; Chandler L. McKelvey, associate.

OFFICE: St. Paul, Minn.

DAVID G. STONE **Est. 1948**
9 Clinton Street
Newark 2, New Jersey **MA 3-7655**

PRINCIPALS: David G. Stone, consulting actuary; Lawrence C. Wilcox, assistant actuary; Ross J. Wilson, assistant actuary.

WOLFE, CORCORAN AND LINDER **Est. 1897**
116 John Street
New York 38, New York **BArclay 7-1832**

PRINCIPALS: William M. Corcoran, senior partner; Joseph Linder, partner; David Silverman, partner.

THE WYATT COMPANY **Est. 1946**
33 South Clark Street
Chicago 3, Illinois **AN 3-0686**

PRINCIPALS: David J. Luick, president; Frank L. Griffin, Jr., vice-president; Arthur H. West, vice-president.

OFFICES: Cleveland, Ohio; Dallas, Texas; Detroit, Mich.; New York, N. Y.; Washington, D. C.; Ottawa, Ontario, Canada.

ADVERTISING AGENCIES (3)

AUBREY, FINLAY, MARLEY & HODGSON, INC. **Est. 1923**
230 North Michigan Avenue
Chicago 1, Illinois **FInancial 6-1600**

PRINCIPALS: James T. Aubrey, board chairman; H. Earl Hodgson, president; Robert C. Marley, vice-president and secretary; Kenneth M. Hill, vice-president; Joe H. Serkowich, vice-president; Ann E. Ferngren, treasurer and assistant secretary.

AYER & GILLETT, INC. **Est. 1945**
1022 South Tryon Street
Charlotte 3, North Carolina **ED 4-9729**

PRINCIPALS: Lewis M. Ayer, president; Mrs. Mary B. Gillett, vice-president; Mrs. Irene Tucker Ayer, secretary and treasurer.

N. W. AYER & SON INC.
West Washington Square
Philadelphia 6, Pennsylvania **Walnut 5-0100**

PRINCIPALS: H. A. Batten, chairman of the board; Warner S. Shelly, president; James M. Wallace, vice-president in charge of Creative Production Board.

OFFICES: Boston, Mass.; Chicago, Ill.; Detroit, Mich.; Hollywood, Calif.; New York, N. Y.; San Francisco, Calif.; Honolulu, Hawaii.

THE BAYLESS-KERR COMPANY **Est. 1920**
1166 Hanna Building
Cleveland 15, Ohio **MAin 1-0648**

PRINCIPALS: Neville Bayless, president and treasurer; Harry D. Falls, executive vice-president; Louis A. Schweizer, vice-president and secretary; Horace D. Kerr, chairman of the board; Norman Wiebusch, vice-president and branch manager.

OFFICE: Warren, Ohio.

BENTON & BOWLES, INC. **Est. 1929**
444 Madison Avenue
New York 22, New York **Murray Hill 8-1100**

PRINCIPALS: A. W. Hobler, chairman, executive committee; William R. Baker, Jr., chairman of the board; Robert E. Lusk, president; Brown Bolte, executive vice-president; Alan Sidnam, executive vice-president; H. O. Pattison, Jr., vice-chairman of the board; William Hesse, senior vice-president; Charles A. Pooler, senior vice-president.

OFFICES: Lakeland, Fla.; Hollywood, Calif.; Toronto, Canada; Brussels, Belgium; London, England; Paris, France.

FRANK BLOCK ASSOCIATES **Est. 1932**
212 North Kingshighway
St. Louis 8, Missouri **FOrest 1-6200**

PRINCIPALS: Frank Block, managing partner; James H. Stobie, general partner.

OFFICE: New York, N. Y.

BOND & STARR, INC. **Est. 1945**
Gateway Park Penthouse
Pittsburgh 22, Pennsylvania **Grant 1-1827**

PRINCIPALS: George L. Bond, Jr., chairman of the board and president; John M. Huggett, executive vice-president; William G. Smock, vice-president.

BOTSFORD, CONSTANTINE & GARDNER **Est. 1918**
625 Market Street
San Francisco 5, California **Ex 2-7565**

PRINCIPALS: David Botsford, Jr., president; Joseph Maguire, executive vice-president; Stanley G. Swanberg, senior vice-president.

OFFICES: New York, N. Y.; Portland, Ore.; Seattle, Wash.

THE BRADY COMPANY **Est. 1946**
12th Floor, Zuelk Building
Appleton, Wisconsin **Regent 4-5743**

PRINCIPALS: Richard H. Brady, president; Robert V. O'Brien, executive vice-president; Elmer A. Otte, vice-president and account supervisor; Gordon Fisher, vice-president and senior art director; Richard M. Baker, vice-president and director, public relations division.

THE BRESNICK COMPANY, INC. **Est. 1933**
216 Tremont Street
Boston 16, Massachusetts **LIberty 2-7751**

PRINCIPALS: Oscar Bresnick, president; Leonard Karsakov, vice-president; James S. Morgenthal, vice-president; Gerald D. Roscoe, vice-president; Ruth Adelson, vice-president.

BREWER ASSOCIATES **Est. 1953**
301 Calvin Building
Dearborn 7, Michigan **LO 2-6206**

PRINCIPAL: D. E. Brewer, president.

D. P. BROTHER & COMPANY **Est. 1934**
General Motors Building
Detroit 2, Michigan **TRinity 2-8250**

PRINCIPALS: D. P. Brother, president; Guy S. Warren, Jr., executive vice-president; V. W. Canever, vice-president; V. Corradi, vice-president; F. E. Egan, vice-president; Walker R. A. Graham, vice-president; T. J. King, vice-president; L. R. Mange, vice-president; K. G. Manuel, vice-president; Sheldon Moyer, vice-president; David B. Rank, vice-president; C. J. Rudesill, secretary-treasurer.

OFFICES: Los Angeles, Calif.; New York, N. Y.

THE BUCHEN COMPANY **Est. 1923**
400 West Madison Street
Chicago 6, Illinois **RA 6-9305**

PRINCIPALS: Walther Buchen, president; John M. McDonald, senior vice-president; Arthur L. Decker, senior vice-president; Joseph H. Caro, senior vice-president; Leon Morgan, treasurer.

CAMPBELL-EWALD COMPANY **Est. 1911**
General Motors Building
Detroit 2, Michigan **TRinity 2-6200**

PRINCIPALS: Henry G. Little, president; Clarance Hatch, Jr., executive vice-president; Lawrence R. Nelson, senior vice-president, secretary, treasurer; Joseph J. Hartigan, senior vice-president, director of media; Edward A. Schirmer, senior vice-president; John H. Forshew, senior vice-president, director of client relations.

OFFICES: Atlanta, Ga.; Chicago, Ill.; Cincinnati, Ohio; Dallas, Texas; Denver, Colo.; Hollywood, Calif.; Kansas City, Mo.; Los Angeles, Calif.; New York, N. Y.; San Francisco, Calif.; Washington, D. C.

CAMPBELL-MITHUN, INC. **Est. 1933**
1300 Northwestern Bank Building
Minneapolis 2, Minnesota **FEderal 9-7383**

PRINCIPALS: Ray O. Mithun, president; Albert R. Whitman, executive vice-president.

OFFICES: Chicago, Ill.; Hollywood, Calif.; New York, N. Y.

THE CAPLES COMPANY **Est. 1921**
216 East Ontario Street
Chicago 11, Illinois **SUperior 7-6016**

PRINCIPALS: Ralph N. Hartsing, president; John E. Erickson, senior vice-president; Ralph N. Hartsing, Jr., vice-president and treasurer.

OFFICES: Los Angeles, Calif.; Louisville, Ky.; New York, N. Y.; Omaha, Neb.; Portland, Ore.

CHAMBERS, WISWELL, SHATTUCK, CLIFFORD & McMILLAN, INC.
250 Park Square Building **Est. 1919**
Boston 16, Massachusetts **HUbbard 2-7950**

PRINCIPALS: George C. Wiswell, chairman of the board; Benjamin Shattuck, president; George C. Wiswell, Jr., vice-president; Robert L. McMillan, vice-president, consumer marketing; J. Nelson Clifford, vice-president, industrial marketing; Byron C. Wiswell, treasurer.

CLARK & BOBERTZ, INC. **Est. 1944**
Fox Building
Detroit 1, Michigan **WO 1-5500**

PRINCIPALS: L. A. Clark, president; G. H. Bobertz, Jr., executive vice-president; John Dow, vice-president; R. J. Terbrueggen, secretary-treasurer.

COLE & WEBER, INC. **Est. 1931**
712 Corbett Building
Portland 4, Oregon **CApitol 6-2821**

PRINCIPALS: A. E. Cole, president; George Weber, vice-president; G. E. Conner, secretary-treasurer.

OFFICES: Seattle, Wash.; Tacoma, Wash.

THE CRAMER-KRASSELT CO. **Est. 1898**
733 North Van Buren Street
Milwaukee 2, Wisconsin **BRoadway 6-3500**

PRINCIPALS: A. W. Seiler, president; H. N. Pasteur, executive vice-president; C. W. Faude, executive vice-president-treasurer; F. Aumueller, secretary.

CUNNINGHAM & WALSH INC.
260 Madison Avenue
New York 16, New York

PRINCIPALS: John P. Cunningham, president; Robert R. Newell, senior executive vice-president; Ivan Hill, executive vice-president, midwest operations; Henry Mayers, executive vice-president, Los Angeles; Franklin C. Wheeler, executive vice-president, San Francisco; Edward G. Comstock, senior vice-president and secretary; George A. McMoran, senior vice-president and treasurer.

OFFICES: Chicago, Ill.; Hollywood, Calif.; Los Angeles, Calif.; San Francisco, Calif.

DENHAM & COMPANY **Est. 1935**
925 Book Building
Detroit 26, Michigan **WO 5-4941**

PRINCIPALS: A. F. Denham, president; D. D. Tweedie, executive vice-president.

THE JIM FABER CO. **Est. 1954**
212 First Avenue, S. W.
Rochester, Minnesota **ATlas 2-7316**

PRINCIPAL: Jim Faber, owner.

THE FENSHOLT ADVERTISING AGENCY **Est. 1922**
360 North Michigan Avenue
Chicago 1, Illinois **RAndolph 6-1670**

PRINCIPALS: Frank D. Ewing, chairman of the board; Norman D. Buehling, president; Edna M. Johnson, vice-president and secretary.

RICHARD A. FOLEY ADVERTISING AGENCY, INC. **Est. 1900**
1528 Walnut Street
Philadelphia 2, Pennsylvania **PEnnypacker 5-6302**

PRINCIPALS: Charles H. Eyles, president; Lee E. Hood, senior vice-president; A. E. Morgan, executive vice-president.

FOOTE, CONE & BELDING, INC. **Est. 1943**
247 Park Avenue
New York 17, New York **Murray Hill 8-5000**

PRINCIPALS: Robert F. Carney, chairman of the board; Rolland W. Taylor, president; Fairfax M. Cone, chairman of the executive committee; Roy Campbell, executive vice-president; Frank E. Delano, senior vice-president; William R. Forrest, senior vice-president; Robert J. Koretz, senior vice-president; Fred Ludekens, senior vice-president; A. Edward Rood, senior vice-president and secretary; Milton H. Schwartz, senior vice-president; Elwood Whitney, senior vice-president.

OFFICES: Chicago, Ill.; Detroit, Mich.; Hollywood, Calif.; Houston, Texas; Los Angeles, Calif.; Portland, Ore.; San Francisco, Calif.

SAM J. GALLAY ADVERTISING **Est. 1942**
67 West 44th Street
New York 36, New York **MU 2-9026**

PRINCIPALS: Sam J. Gallay, president; Patrick J. Rochford, vice-president.

BERT S. GITTINS ADVERTISING, INC. **Est. 1935**
739 North Broadway
Milwaukee 2, Wisconsin **BRoadway 6-5934**

PRINCIPALS: Bert S. Gittins, president; Stewart Carlson, production director; John Seidl, mechanical production manager; James M. Costello, director industrial markets.

GLENN ADVERTISING, INC. **Est. 1930**
620 Republic Bank Building
Dallas 1, Texas **RIverside 1-6686**

PRINCIPALS: Ray K. Glenn, president; John H. Stewart, executive vice-president; Ward M. Wilcox, vice-president, Dallas; Merle W. Bell, vice-president, Fort Worth; Jack Schlichenmaier, vice-president, San Antonio; Keith Butler, vice-president, Houston; R. E. Prochnow, vice-president, Los Angeles; I. E. Carson, manager, El Paso; Duke Burgess, vice-president, director of production; J. L. Temerlin, director of radio-TV.

OFFICES: Dallas, Texas; El Paso, Texas; Fort Worth, Texas; Houston, Texas; Los Angeles, Calif.; San Antonio, Texas.

GODWIN ADVERTISING AGENCY **Est. 1937**
Electric Building
Jackson, Mississippi **Jackson 4-5711**

PRINCIPALS: George W. Godwin, partner; Eugenia B. Godwin, partner; George W. Godwin, Jr., partner.

OFFICES: New Orleans, La.; New York, N. Y.

GOTHAM-VLADIMIR ADVERTISING, INC. **Est. 1908**
342 Madison Avenue
New York 17, New York **Oxford 7-4300**

PRINCIPALS: Irwin A. Vladimir, president; Arthur A. Kron, executive vice-president and treasurer; G. Ellsworth Harris, chairman of the board; Duncan D. Supthen, Jr., chairman, executive committee.

OFFICES: Chicago, Ill.; San Francisco, Calif.; San Juan, Puerto Rico.

GRAY & ROGERS **Est. 1927**
12 South 12th Street
Philadelphia, Pennsylvania **WAlnut 2-4808**

PRINCIPALS: Jerome B. Gray, partner; David Arnold, partner; Albert Bochroch, partner; Russell K. Carter, partner; Sherman G. Landers, partner; Henry Hallowell, partner; William B. Edwards, partner; B. Atherton Seeley, partner; Robert W. Graham, partner; Granville Worrell, partner; William Kinney, partner; Thelma Beresin, partner; Franklin P. Jones, partner; Edmund H. Rogers, partner.

THE GRISWOLD-ESHLEMAN COMPANY **Est. 1912**
1400 Terminal Tower
Cleveland 13, Ohio **TOwer 1-3232**

PRINCIPALS: Charles Farran, president; John F. Davis, secretary-treasurer; William A. Weaver, vice-president and assistant treasurer; Clayton Kenny, vice-president and creative director.

CHARLES W. HOYT CO., INC. **Est. 1909**
380 Madison Avenue
New York 17, New York **MU 2-2000**

PRINCIPALS: Winthrop Hoyt, chairman of the board; Everett W. Hoyt, president.

OFFICE: Miami, Fla.

HYPPS ASSOCIATES, INC. **Est. 1957**
1534 You Street, N. W.
Washington 9, D. C. **ADams 4-0752**

PRINCIPALS: Albert L. Hypps, president; George W. Mays, secretary; Arthur L. Harris, director; Reginald M. Washington, treasurer.

DOUG JOHNSON ASSOCIATES, INC. **Est. 1949**
Hotel Onondaga Building
Syracuse 2, New York **HA 2-7101**

PRINCIPALS: H. D. Johnson, Jr., president; Peter L. Johnson, vice-president.

OFFICE: Albany, N. Y.

THE RALPH H. JONES COMPANY **Est. 1916**
3100 Carew Tower
Cincinnati 2, Ohio **GArfield 1-2300**

PRINCIPALS: C. M. Robertson, Jr., president and treasurer; S. A. Willer, executive vice-president and general manager; E. A. Vehr, secretary.

OFFICE: New York, N. Y.

DON KEMPER COMPANY, INC. **Est. 1943**
850 South Patterson Boulevard
Dayton 10, Ohio **ADams 6216**

PRINCIPALS: Don H. Kemper, president; J. D. Parker, vice-president, Dayton; Robert Hilton, vice-president, Chicago; John Malone, Jr., vice-president, New York; Mary Pendleton, secretary-treasurer; Alden Joice, treasurer, Chicago.

OFFICES: Chicago, Ill.; New York, N. Y.

KETCHUM, MacLEOD & GROVE, INC. **Est. 1923**
411 Seventh Avenue
Pittsburgh 19, Pennsylvania **COurt 1-5100**

PRINCIPALS: George Ketchum, president; Edward T. Parrack, executive vice-president, service; W. S. Redpath, executive vice-president, administration; C. E. Livingston, secretary; B. B. Jones, treasurer; John C. Rennels, Jr., controller.

OFFICE: New York, N. Y.

KLAU-VAN PIETERSOM-DUNLAP, INC. **Est. 1907**
744 North 4th Street
Milwaukee 3, Wisconsin **BR 1-6780**

PRINCIPALS: Alan R. McGinnis, chairman of the board and treasurer; George J. Callos, president; Louis A. Panella, secretary.

RICHARD LANE & COMPANY, INC. **Est. 1957**
220 West 39th Street
Kansas City 11, Missouri **VAlentine 1-8277**

PRINCIPALS: Richard Lane, president; W. Robert Sink, vice-president.

LILLER, NEAL & BATTLE **Est. 1940**
800 Walton Building
Atlanta 3, Georgia **JA 4-8032**

PRINCIPALS: C. K. Liller, partner; W. W. Neal, partner; J. L. Battle, partner.

OFFICE: New York, N. Y.

MacMANUS, JOHN AND ADAMS, INC.
Bloomfield Hills, Michigan **Midwest 6-1000**

PRINCIPALS: Ernest A. Jones, president; John R. MacManus, executive vice-president; Charles F. Adams, vice-president; Hovey Hagerman, senior vice-president; Fred J. Hatch, vice-president and general manager; Leo A. Hillebrand, Sr., vice-president, secretary and treasurer.

OFFICES: Los Angeles, Calif.; New York, N. Y.; San Francisco, Calif.; Toronto, Ont., Canada.

WILLIAM DOUGLAS McADAMS, INC. **Est. 1926**
130 East 59th Street
New York 22, New York **PLaza 9-6300**

PRINCIPALS: Dr. Arthur M. Sackler, chairman of the board; Dr. DeForest Ely, president; Mrs. Helen Haberman, secretary and senior vice-president; William E. Duryea, executive vice-president; Dr. Lawrence H. Sophian, medical director and vice-president; Stephen Schwartz, vice-president; John Kallir, vice-president; Gilmer Totten, vice-president.

L. E. McGIVENA & CO., INC. **Est. 1939**
444 Madison Avenue
New York 22, New York **PLaza 3-7422**

PRINCIPALS: L. E. McGivena, president and treasurer; Howard W. Roper, secretary.

HARRIS D. McKINNEY, INC. **Est. 1936**
12 South 12th Street
Philadelphia 7, Pennsylvania **WAlnut 2-2635**

PRINCIPALS: Harris D. McKinney, president; Albert W. Emery, Jr., vice-president; Roberta P. McKinney, secretary.

J. R. PERSHALL COMPANY **Est. 1945**
105 West Adams Street
Chicago 3, Illinois **FRanklin 2-8440**

PRINCIPALS: J. R. Pershall, president; Richard L. Brown, vice-president; F. Michael Carroll, vice-president; William E. Sproat, vice-president; Arthur E. Taylor, vice-president; Laura K. Oman, secretary-treasurer.

A. P. PHILLIPS COMPANY **Est. 1925**
1045 Legion Place
Orlando, Florida **GArden 2-7101**

PRINCIPAL: A. P. Phillips, Jr., president.

CHARLES A. RAWSON & ASSOCIATES **Est. 1932**
223 Peachtree Street, N. E.
Atlanta 3, Georgia **JAckson 2-3594**

PRINCIPALS: Charles A. Rawson, Sr., president; Miss Helen Bullard, executive vice-president; Charles A. Rawson, Jr., vice-president; William C. Rawson, vice-president; Mrs. Maudelle Hinton, treasurer.

REACH, McCLINTON & CO., INC. **Est. 1957**
505 Park Avenue
New York 22, New York **PLaza 1-7300**

PRINCIPALS: Charles Dallas Reach, chairman of the board; Harold L. McClinton, president; Francis R. Risley, chairman, executive committee; Daniel M. Bernheim, senior vice-president; Curtis Berrien, senior vice-president; Robert W. Robb, senior vice-president.

OFFICES: Chicago, Ill.; Los Angeles, Calif.; Minneapolis, Minn.; Newark, N. J.

SMITH, HAGEL & KNUDSEN, INC. **Est. 1948**
30 East 60th Street
New York 22, New York **PLaza 9-7613**

PRINCIPALS: Raymond C. Hagel, president; William H. Knudsen, executive vice-president; William R. Henderson, vice-president.

STROMBERGER, LeVENE, McKENZIE, INC. **Est. 1953**
600 South Lafayette Park Place
Los Angeles 57, California **DUnkirk 5-2211**

PRINCIPALS: T. L. Stromberger, president; Don McKenzie, vice-president-treasurer; Norv LaVene, vice-president-secretary; A. Hays Busch, vice-president.

TATHAM-LAIRD, INC. **Est. 1946**
64 East Jackson Boulevard
Chicago 4, Illinois **HArrison 7-3700**

PRINCIPALS: Arthur E. Tatham, chairman of the board; Kenneth Laird, Jr., president.

OFFICES: Hollywood, Calif.; New York, N. Y.

TRACY-LOCKE COMPANY, INC. **Est. 1913**
2501 Cedar Springs Road
Dallas 1, Texas **RIverside 8-4741**

PRINCIPALS: Morris L. Hite, president; Clay W. Stephenson, executive vice-president; John H. Wellenkamp, vice-president and secretary-treasurer; Kenneth F. Browning, vice-president; Glenn G. Addington, vice-president.

OFFICES: Houston, Texas; New Orleans, La.; Philadelphia, Pa.

W. S. WALKER ADVERTISING, INC. **Est. 1917**
Oliver Building-Mellon Square
Pittsburgh 22, Pennsylvania **GRant 1-1900**

PRINCIPALS: C. P. Richardson, president; F. L. Newmeyer, executive vice-president; G. N. Burke, vice-president; George Luchik, secretary-treasurer; Lee Nestor, director, public relations department; Robert Stevens, director, radio-television department.

WEBER, GEIGER & KALAT, INC. **Est. 1947**
305 American Building
Dayton 2, Ohio **BAldwin 2-4683**

PRINCIPALS: H. A. Weber, president; E. J. Kalat, vice-president and treasurer; T. E. Geiger, Jr., vice-president and secretary.

WEST-MARQUIS, INC. **Est. 1936**
1220 Wilshire Boulevard
Los Angeles 17, California **MAdison 9-2214**

PRINCIPALS: John R. West, president; Norman B. Moeller, executive vice-president; Thomas G. Somermeier, Jr., vice-president, secretary.

OFFICES: San Francisco, Calif.; Seattle, Wash.

WILSON, HAIGHT, WELCH & GROVER, INC. **Est. 1927**
645 Farmington Avenue
Hartford 5, Connecticut **ADams 3-9831**

PRINCIPALS: Jesse J. Haight, president; Arvin J. Welch, first vice-president; Melvin G. Grover, vice-president.

OFFICE: New York, N. Y.

FRED WITTNER ADVERTISING **Est. 1939**
581 Fifth Avenue
New York 17, New York **PLaza 9-7120**

PRINCIPALS: Fred Wittner, president; Charles J. Kopf, vice-president; Robert C. Heyda, vice-president, public relations; Emanuel Halperin, treasurer.

ADVERTISING MANAGEMENT (4)

(See also: Marketing Consultants)

J. H. COFFIN & COMPANY **Est. 1957**
9157 East Las Tunas Drive
Temple City, California **CUmberland 3-5912**

PRINCIPAL: Joseph H. Coffin, president.

INDUSTRIAL MARKETING SERVICES CO. **Est. 1945**
Highway 15 (Post Office Box 772)
Sparta, New Jersey **Lake Mohawk 8121**

PRINCIPAL: Lewis T. Bolger, president.

LLOYD F. WOOD ASSOCIATES **Est. 1955**
1610 Wisconsin Avenue, N. W.
Washington 7, D. C. **COlumbia 5-9042**

PRINCIPALS: Lloyd F. Wood, president; Beatrice C. Wood, production manager.

OFFICE: Cambridge, Mass.

ANNUAL REPORTS (5)

(See also: Stockholder Relations)

PICK-S **Est. 1941**
33 Rector Street
New York 6, New York **BO 9-3777**

PRINCIPALS: Joachim Silbermann, owner; Willard Freedman, executive assistant; Vincent Urbanowski, executive assistant.

SHAREHOLDER CONSULTANTS **Est. 1956**
53 State Street
Boston 9, Massachusetts **CApital 7-4680**

PRINCIPAL: Harold W. Danser, Jr., managing director.

OFFICE: Chicago, Ill.

APPRAISAL AND AUDITING ENGINEERS (6)

ALLIN ASSOCIATES, INC. **Est. 1945**
582 Market Street
San Francisco 4, California **Douglas 2-4149**

PRINCIPAL: B. C. Allin, owner.

OFFICE: Berkeley, Calif.

APPRAISAL ENGINEERING CORPORATION **Est. 1931**
3655 North Ashland Avenue
Chicago 13, Illinois **WEllington 5-1112**

PRINCIPALS: L. M. Gutgsell, chairman of the board; Frank B. Schauer, president; F. A. Beilman, secretary-treasurer.

OFFICE: Detroit, Mich.

W. H. BALLARD COMPANY **Est. 1917**
45 Milk Street
Boston 9, Massachusetts **Liberty 2-6640**

PRINCIPALS: William S. Ballard, president; J. C. Clifton, vice-president; H. F. Gibbs, Jr., vice-president.

THE BUSINESS APPRAISAL INSTITUTE, INC. **Est. 1948**
100 North La Salle Street
Chicago 2, Illinois **FInancial 6-1375**

PRINCIPALS: John G. Friendlee, president; E. Naessens, secretary; M. L. Friendlee, treasurer.

HAROLD L. DE BAR ORGANIZATION **Est. 1926**
4306 Brighton Avenue
Los Angeles 62, California **AXminster 35554**

PRINCIPALS: Harold L. De Bar, general manager; E. H. De Bar, office manager; Harold L. De Bar, Jr., supervisor.

MARSHALL AND STEVENS INC. **Est. 1932**
53 West Jackson Boulevard
Chicago 4, Illinois **HArrison 7-5980**

PRINCIPALS: Earl P. Marshall, president; Paul Schumacher, vice-president; D. S. Felsenthal, vice-president; J. J. O'Malley, vice-president; C. F. Waters, secretary; G. W. Hubbell, treasurer.

OFFICES: Cincinnati, Ohio; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Houston, Texas; Los Angeles, Calif.; Miami, Fla.; Minneapolis, Minn.; New York, N. Y.; Philadelphia, Pa.; St. Louis, Mo.; San Francisco, Calif.; Vancouver, B. C., Canada.

THE McCUNE COMPANY **Est. 1914**
151 N. E. Third Street
Miami 32, Florida **FRanklin 3-7796**

PRINCIPALS: Adrian McCune, partner; Marion Clyde McCune, partner.

SEMSEN & McLAREN **Est. 1926**
582 Market Street
San Francisco 4, California **DO 2-0217**

PRINCIPALS: Franklin W. McLaren, owner; Lawrence M. Douglas, associate.

TAIT APPRAISAL COMPANY **Est. 1936**
1544 West 8th Street
Los Angeles 17, California **DU 5-1663**

PRINCIPALS: Stuart C. Tait, president; David M. Tait, vice-president, San Francisco; Andrew S. Tait, business manager; C. S. Halliday, general manager; H. G. Garber, division manager, San Francisco; J. W. Wilt, manager, Phoenix.

OFFICES: Fresno, Calif.; Houston, Texas; Phoenix, Ariz.; Salt Lake City, Utah; San Diego, Calif.; San Francisco, Calif.

APTITUDE TESTING (7)

(See also: Psychologists, Industrial)

ALTO PSYCHOLOGIC CENTER **Est. 1935**
948 Market Street
San Francisco 2, California **Do 2-4206**

PRINCIPAL: Herman de Fremery, chief psychologist.

AMERICAN CLINICAL AND PSYCHOLOGICAL LABORATORIES
30 West Washington Street **Est. 1943**
Chicago 2, Illinois **RAndolph 6-3570**

PRINCIPALS: Dr. Leonard M. Ware, director; Fredric L. Ware, assistant director.

ROBERT E. DEAN **Est. 1950**
237 South Bellevue Boulevard
Memphis 4, Tennessee **Broadway 2-1928**

See Announcement page 48

PERSONNEL ANALYSTS
EXECUTIVE & PERSONNEL EVALUATION
14 Charlesgate West Boston 15, Mass.
KEnmore 6-3700

THE

PERSONNEL

LABORATORY, Inc.

ONE PARK AVENUE, N. Y.

Serving well-known U. S. and Canadian companies in the selection and development of personnel. Established 1944.

INDUSTRIAL PSYCHOLOGY, INC. **Est. 1947**
3442 East Grant Road
Tucson 6, Arizona **EAst 6-6000**

PRINCIPALS: Joseph E. King, president; Raymond B. Cattell, consultant in personality; Thomas H. Lawrence, associate.

OFFICE: Chicago, Ill.

THE KLEIN INSTITUTE FOR APTITUDE TESTING, INC. **Est. 1940**
711 Third Avenue
New York 17, New York **OXford 7-3410**

PRINCIPALS: Jack Klein, president; Tonia Klein, vice-president and treasurer; Robert S. Caress, vice-president, client service; Dale Houghton, vice-president, marketing service; Douglas H. Fryer, vice-president, technical director.

PERSONNEL ANALYSTS **Est. 1954**
14 Charlesgate West
Boston 15, Massachusetts **KEnmore 6-3700**

PRINCIPALS: Herbert P. Bearak, executive director; Ralph W. Fingar, consulting psychologist.

See Announcement page 17

THE PERSONNEL COUNSELORS **Est. 1944**
415 Colquitt Avenue
Houston 6, Texas **JAckson 9-5772**

PRINCIPAL: John H. Anthony, director.

THE PERSONNEL INSTITUTE, INC.
37 West 47th Street
New York 36, New York **Plaza 7-6570**

PRINCIPAL: Marvin Rafal, president.

THE PERSONNEL LABORATORY **Est. 1937**
221 North La Salle Street
Chicago 1, Illinois **CEntral 6-7056**

PRINCIPALS: Dr. Leroy N. Vernon, staff director; Miss Grace H. Vernon, partner.

OFFICE: Milwaukee, Wis.

THE PERSONNEL LABORATORY, INC. **Est. 1944**
1 Park Avenue
New York 16, New York **MUrray Hill 5-8738**

PRINCIPALS: King Whitney, Sr., chairman; King Whitney, Jr., executive director; Saul W. Gellerman, director of psychological services; Irene Salese, director for administration.

OFFICE: Toronto, Ontario, Canada.

See Announcement This Page

ARCHITECTS, CONSULTING (8)

(See also: Consulting Engineers)

KENNETH H. RIPNEN COMPANY, INC. **Est. 1930**
440 Fourth Avenue
New York 16, New York **Murray Hill 3-1800**

PRINCIPALS: Kenneth H. Ripnen, president and treasurer; Robert E. Blount, vice-president and secretary; E. Joan Guage, assistant treasurer; W. Clifford Kuder, organization analyst; Arthur S. Baily, project architect; Harvey P. Barnes, project architect; Leola G. Hartwell, project architect; Fred B. Van Etten, project architect; Frank A. Wallis, project architect.

ASSOCIATION MANAGEMENT (9)

HANSON & SHEA, INC. **Est. 1953**
1 Gateway Center
Pittsburgh 22, Pennsylvania **Atlantic 1-8552**

PRINCIPALS: L. West Shea, president; R. Kennedy Hanson, vice-president.

AUDIO-VISUAL AIDS (10)

(See also: Film Consultants)

HAIG AND PATTERSON, INC. **Est. 1937**
15 East Bethune Avenue
Detroit 2, Michigan **TR 3-0283**

PRINCIPALS: J. T. Patterson, chairman of the board; E. E. Seielstad, president; C. W. Hinz, vice-president; J. M. Saunders, chief of editorial.

OFFICE: Dayton, Ohio.

MULLER, JORDAN AND HERRICK **Est. 1955**
235 East 50th Street
New York 22, New York **PLaza 1-3460**

PRINCIPALS: John T. Jordan, partner; William F. Herrick, partner; Frank B. Muller, partner.

AUTOMATIC DATA PROCESSING (11)

(See also: Systems and Procedures)

ADDRESSOGRAPH-MULTIGRAPH CORPORATION **Est. 1930**
1200 Babbitt Road
Cleveland 17, Ohio **REdwood 1-8000**

PRINCIPALS: J. Basil Ward, president; Henry C. Osborn, vice-president, advisory; William H. Wilson, vice-president, Multigraph distribution; Berg L. Meyers, vice-president, Addressograph distribution; Bart J. Stone, vice-president, international division; Donald C. Adams, treasurer; Albert P. Tyler, secretary; George D. Kasten, controller.

OFFICES: 131 branches and agencies in the United States; 7 overseas, plus Canadian branches.

NED CHAPIN **Est. 1954**
51 Callie Lane
Menlo Park, California **Davenport 6-1438**

THE DATICS CORPORATION **Est. 1956**
Post Office Box 9128
Forth Worth, Texas **PE 8-6505**

PRINCIPALS: Kenneth L. Austin, president; John M. Ryan, district manager; Robert L. McIntire, director of computing services; Dan. W. Patterson, director of data reduction services.

OFFICE: Dallas, Texas.

JOHN DIEBOLD & ASSOCIATES, INC. **Est. 1954**
40 Wall Street
New York 5, New York **Whitehall 3-9115**

PRINCIPALS: John Diebold, president; D. V. Hackett, treasurer.

OFFICES: Chicago, Ill.; Washington, D. C.

ELECTRONIC ACCOUNTING CARD CORPORATION **Est. 1957**
2406 National Boulevard
High Point, North Carolina **High Point 24425**

PRINCIPALS: Edgar Snider, president and treasurer; Willis C. Harris, vice-president, sales; T. W. Sprinkle, secretary.

LEAHY AND COMPANY **Est. 1948**
350 Fifth Avenue
New York 1, New York **Lackawanna 4-0323**

PRINCIPALS: Emmett J. Leahy, president; Matson Holbrook, vice-president; Edward T. Freel, vice-president; Mona Sheppard, vice-president; J. Stewart Elwell, assistant vice-president; J. H. Denny, controller.

OFFICES: P. O. Box 1153, Houston, Texas; Miami, Fla.

ALAN O. MANN AND ASSOCIATES **Est. 1956**
530 Westview Street
Philadelphia 19, Pennsylvania **GErmantown 8-2614**

PRINCIPALS: Alan O. Mann; H. Jefferson Mills.

OFFICE: Washington, D. C.

MELLONICS **Est. 1954**
Route 2, Box 923
Tucson, Arizona **AXtel 8-3712**

PRINCIPAL: William D. Bell, owner.

H. JEFFERSON MILLS, JR. **Est. 1954**
2725 Twenty-Ninth Street, N. W.
Washington 8, D. C. **NOrth 7-0343**

THE NATIONAL CASH REGISTER COMPANY Est. 1884
Main & K Streets
Dayton 9, Ohio Baldwin 6-1411

PRINCIPALS: S. C. Allyn, chairman, board of directors; R. S. Oelman, president; John M. Wilson, vice-president, sales.

OFFICES: Major cities and towns in the United States and Canada.

RECORDING & STATISTICAL CORPORATION Est. 1911
100 Sixth Avenue
New York 13, New York Worth 6-2700

PRINCIPALS: W. B. Austin, president; O. G. Sherman, executive vice-president; T. G. Campbell, vice-president.

OFFICES: Boston, Mass.; Chicago, Ill.; San Francisco, Calif.; Montreal, Canada; Toronto, Canada.

ROYAL McBEE CORPORATION, DATA PROCESSING EQUIPMENT DIVISION Est. 1904
Westchester Avenue
Port Chester, New York Westmore 7-3000

PRINCIPALS: Allen A. Ryan, chairman; Philip M. Zenner, president; A. T. Craft, vice-president for sales.

OFFICES: 107 branches nationally.

SCIENTIFIC TABULATING CORPORATION
1038 Brush Hollow Road
Westbury, New York EDgewood 3-4460

PRINCIPALS: Robert J. McKenney, president; Richard M. Hallet, Jr., treasurer.

SEAMAN AND COMPANY, INC. Est. 1955
925 Beverly
Deerfield, Illinois Windsor 5-1898

PRINCIPALS: William H. Seaman, president and treasurer; Delight A. Seaman, vice-president and secretary.

SUTHERLAND COMPANY Est. 1950
First National Bank Building, Suite 1112
Peoria, Illinois Peoria 3-5431

PRINCIPALS: J. E. Sutherland, owner; M. N. Sutherland, associate; F. J. Naramore, associate; O. Y. Evans, associate; W. C. Dulin, associate.

AUTOMOBILE ALLOWANCE ENGINEERS (12)

RUNZHEIMER AND COMPANY Est. 1935
332 South Michigan Avenue
Chicago 4, Illinois HArrison 7-4290

PRINCIPAL: Rufus E. Runzheimer, proprietor.

OFFICE: New York, N. Y.

See Announcement This Page

BANKING CONSULTANTS (13)

ARMSTRONG ASSOCIATES INC. Est. 1946
12 East 41st Street
New York 17, New York MUrray Hill 9-2690

PRINCIPALS: Robert H. Armstrong, president; H. F. Armstrong, vice-president; Alexander Hadden, Jr., secretary and treasurer.

BUSINESS BROKERS (14)

HARRY W. ALEXANDER ORGANIZATION Est. 1925
220 Madison Avenue
New York 16, New York Lexington 2-1048

PRINCIPALS: Harry W. Alexander, president; J. W. Alexander, secretary.

OFFICES: Associates in Asheville, N. C.; Boston, Mass.; Chicago, Ill.; Dallas, Texas; Denver, Colo.; Detroit, Mich.; Houston, Texas; Los Angeles, Calif.; Philadelphia, Pa.; St. Louis, Mo.; Salt Lake City, Utah; San Francisco, Calif.

See Announcement This Page

CHEMICAL CONSULTANTS (15)

BJORKSTEN RESEARCH LABORATORIES Est. 1944
Post Office Box 265
Madison 1, Wisconsin ALpine 6-5581

PRINCIPALS: Dr. Johan A. Bjorksten, president; James E. Henning, vice-president; Robert T. Nagler, vice-president; Stuart O. Fiedler, vice-president.

OFFICES: Houston, Texas; Washington, D. C.

Di CYAN & BROWN Est. 1936
12 East 41st Street
New York 17, New York MUrray Hill 5-0011

PRINCIPAL: Dr. Erwin Di Cyan, director.

EVANS RESEARCH AND DEVELOPMENT CORP. Est. 1940
250 East 43rd Street
New York 17, New York Mu 3-0071

PRINCIPALS: Ralph L. Evans, president; Everett G. McDonough, executive vice-president.

H. A. KUHN Est. 1946
1426 G Street, N. W.
Washington 5, D. C. St 3-8381

LABORATORY OF VITAMIN TECHNOLOGY, INC. Est. 1933
7737 South Chicago Avenue
Chicago 19, Illinois RE 4-0142

PRINCIPALS: Lawrence Rosner, director; Orton F. Hixson, assistant technical director.

ARTHUR LINZ
551 Fifth Avenue
New York 17, New York MUrray Hill 2-8707

PACIFIC CHEMICAL LABORATORIES Est. 1916
350 Clay Street
San Francisco 11, California Su 1-4359

PRINCIPALS: Benno Lowy, owner; Jack Grillo, chemist; Frank K. Lee, chemist.

WALTER E. SCHEER Est. 1947
50 E. 41st Street
New York 17, New York MUrray Hill 3-0580

R. STECKLER LABORATORIES Est. 1945
19220 Miles Avenue
Cleveland 28, Ohio MOntrose 3-6575

PRINCIPALS: Dr. Robert Steckler, president; Dr. David Andres, vice-president.

HARRY W. ALEXANDER
NATIONAL ORGANIZATION
PUBLISHERS OF "BUSINESS TRADING POST"
OUR 30TH YEAR SPECIALIZING IN BUY-SELL-MERGE NEGOTIATIONS
LEXINGTON 2-1048 — 220 MADISON AVENUE
MURRAY HILL 5-9300 — (AT 37TH STREET)
GRAMERCY 3-8677 — NEW YORK 16, N. Y.

24 Years of Successful Experience Prove the Value of Runzheimer Service on Auto Allowances

Over 200 U. S. and Canadian companies, with more than 20,000 field representatives, are using the Runzheimer Plan of Automobile Standard Allowances in maintaining scientifically determined and currently accurate allowances which are always fair to both drivers and the company. Recently the service has also been developed for Mexico.

It applies to all types of car-ownership: employee-owned, leased, or company-owned.

Send for a free copy of the report, "A SQUARE DEAL ON AUTO ALLOWANCES—by use of the Runzheimer Plan." State size and type of fleet.

RUNZHEIMER AND COMPANY
332 S. Michigan Ave.
Chicago 4, Ill.

COMMUNICATION SPECIALISTS (16)

ADVISORS IN MANAGEMENT — **Est. 1955**
520 South Michigan Avenue
Chicago 5, Illinois — **WAbash 2-6169**

PRINCIPALS: Martin J. R. Corcoran, president; Dr. Robert C. Nicolay, vice-president.

THE ARBOGUST COMPANY — **Est. 1923**
228 North La Salle Street
Chicago 1, Illinois — **STate 2-9151**

PRINCIPAL: Wilson Arbogust, president.

DAVIES-CASSELBERRY & ASSOCIATES — **Est. 1951**
530 West Sixth Street
Los Angeles 14, California — **VAndike 4818**

PRINCIPALS: Charles E. Davies, partner; Jewell C. Casselberry, partner.

EMPLOYEE COMMUNICATIONS, INC. — **Est. 1952**
230 West 41st Street
New York 36, New York — **LO 4-5900**

PRINCIPALS: Arnold R. Deutsch, president; Van M. Evans, executive vice-president.

HERBERT HOSKING — **Est. 1949**
262 Central Park West
New York 24, New York — **SUsquehanna 7-4644**

DR. WILLIAM H. PEMBERTON — **Est. 1955**
350 Post Street
San Francisco 8, California — **YUkon 6-4376**

PRINCIPALS: William H. Pemberton, director; J. S. Bois, associate; A. W. Pearson, M.D., associate.

OFFICE: Mill Valley, Calif.

READING IMPROVEMENT FOUNDATION — **Est. 1952**
2808 Gage Avenue
Huntington Park, California — **Ludlow 2-7489**

PRINCIPAL: James M. Anderson, president.

FRED RUDGE ASSOCIATES, INC. — **Est. 1945**
63 Park Street
New Canaan, Connecticut — **Woodward 6-1651**

PRINCIPALS: Lloyd H. Dalzell, chairman of the board; Fred Rudge, president; John B. Burnap, vice-president; Ella Lee Murdaugh, secretary; Dr. Robert H. Schaffer, director of research.

SAVAGE-LEWIS, INC. — **Est. 1952**
1807 Lyndale Avenue South
Minneapolis 16, Minnesota — **Fe 9-7286**

PRINCIPALS: Addison Lewis, chairman of the board; Erle B. Savage, Jr., president; Robert L. Sturgis, vice-president; William A. Dobson, vice-president and secretary; Harvey R. Kruse, treasurer; Margie M. Saunderson, assistant secretary.

OFFICE: Princeton, N. J.

HARRY W. SMITH INCORPORATED — **Est. 1947**
41 East 42nd Street
New York 17, New York — **MU 7-5367**

PRINCIPALS: Harry W. Smith, Jr., president; Michael K. Bonner, vice-president.

STORY & SCRIPT, INC. — **Est. 1957**
30 North La Salle Street
Chicago 2, Illinois — **STate 2-3493**

PRINCIPALS: L. F. Van Houten, president; P. E. Van Houten, secretary-treasurer; E. Lawrence Powers, vice-president.

OFFICE: Carpentersville, Ill.

HENRY STRAUSS & CO., INC. — **Est. 1951**
31 West 53rd Street
New York 19, New York — **PLaza 7-0651**

PRINCIPALS: Henry Strauss, president and treasurer; Walter Raft, vice-president and secretary.

H. H. URROWS — **Est. 1956**
Lee Road
Ridgefield, R.D.4, Connecticut — **IDlewood 8-6786**

PRINCIPALS: Henry H. Urrows, president; Elizabeth S. Urrows, treasurer.

OFFICE: New York, N. Y.

COMMUNITY RELATIONS (17)

REX M. CORFMAN — **Est. 1954**
Waverly Road, North
Chesterton, Indiana — **Chesterton 9-5172**

PRINCIPALS: Rex M. Corfman, partner; L. M. Cullen, partner.

FRED RUDGE ASSOCIATES, INC. — **Est. 1945**
63 Park Street
New Canaan, Connecticut — **Woodward 6-1651**

PRINCIPALS: Lloyd H. Dalzell, chairman of the board; Fred Rudge, president; John B. Burnap, vice-president; Ella Lee Murdaugh, secretary; Dr. Robert H. Schaffer, director of research.

CONSULTING ENGINEERS (18)

ASSOCIATED ENGINEERS, INC.
1 Silver Street
Agawam, Massachusetts — **REpublic 4-6431**

PRINCIPALS: G. A. Krein, president; R. F. Wormwood, vice-president and treasurer; C. W. Klaiber, vice-president and general manager.

BARNES TEXTILE ASSOCIATES, DIVISION OF SCOVELL, WELLINGTON & COMPANY — **Est. 1910**
110 State Street
Boston 9, Massachusetts — **Lafayette 3-4020**

PRINCIPALS: N. M. Mitchell, president; R. B. Mitchell, vice-president; R. R. Bruster, treasurer; R. U. Wellington, secretary.

OFFICES: Spartanburg, S. C.; Bureau Technique de Conseils Industriels, Paris, France.

BOOZ, ALLEN APPLIED RESEARCH, INC. — **Est. 1955**
430 Green Bay Road
Kenilworth, Illinois — **ALpine 6-0270**

PRINCIPALS: James L. Allen, chairman of the board; George F. Hamson, treasurer; George R. Hooper, secretary; Dr. Robert P. Petersen, president.

OFFICES: Fairborn, Ohio; Frederick, Md.

H. E. BOVAY, JR. — **Est. 1946**
5009 Caroline Street
Houston 4, Texas — **Jackson 9-4921**

PRINCIPALS: H. E. Bovay, Jr., partner; Bennett W. Burns, partner; Charles A. Lawler, partner; Richard B. Robertson, partner; William N. Pauley, partner, Spokane.

OFFICES: Baton Rouge, La.; Spokane, Wash.

BURNS AND ROE, INC. — **Est. 1935**
160 West Broadway
New York 13, New York — **Barclay 7-5900**

PRINCIPALS: R. C. Roe, president; K. A. Roe, executive vice-president; L. F. A. Mitchell, vice-president; E. M. Kowkabany, vice-president; J. Laurencelle, secretary; C. H. McKenzie, treasurer.

OFFICES: Baltimore, Md.; Detroit, Mich.; Hempstead, Long Island, N. Y.; New York, N. Y.

HENRY J. CAMPBELL, Jr. — **Est. 1953**
288 Old Country Road
Mineola, New York — **Pioneer 7-3435**

COVERDALE & COLPITTS — **Est. 1904**
120 Wall Street
New York 5, New York — **Whitehall 3-7400**

PRINCIPALS: Geo. W. Burpee, partner; John E. Slater, partner; A. P. Farnsworth, partner; Miles C. Kennedy, partner; Geo. V. T. Burgess, partner; W. A. Gordon, partner; S. P. Brown, partner; R. F. Passano, partner; E. L. Wemple, partner.

DAY & ZIMMERMANN, INC. — **Est. 1916**
1700 Sansom Street
Philadelphia 3, Pennsylvania — **Locust 4-4141**

PRINCIPALS: W. Findlay Downs, chairman; Thomas W. Hopper, president; Harry A. Reed, senior vice-president.

OFFICES: New York, N. Y.; Texarkana, Texas.

DORN & CO. — **Est. 1951**
719 South McClellan Avenue
Decatur, Illinois — **Decatur 2-1255**

PRINCIPALS: Dr. Herman W. Dorn, owner and technical director; Walter Long, secretary-treasurer; P. M. Dorn, vice-president, sales.

MURVIN A. FRENCH — **Est. 1955**
The Stone House
Hopkinton, Massachusetts — **Idlewood 5-4276**

FUEL ENGINEERING CO. of N. Y. — **Est. 1907**
215 4th Avenue
New York 3, New York — **Gramercy 3-7430**

PRINCIPALS: Gregory Gould, president and treasurer; Henry L. Brunjes, vice-president and secretary; George Gruberg, assistant secretary.

OFFICE: Lansdowne, Pa.

GIBBS & HILL, INC. Est. 1911
Pennsylvania Station
New York 1, New York Wisconsin 7-5490

PRINCIPALS: D. B. Sloan, president; E. H. Anson, senior vice-president; J. B. Saxe, vice-president and chief engineer; E. L. Champion, vice-president; B. G. Johnson, vice-president and secretary; B. Lochak, director, foreign operations; J. T. Newcomb, assistant vice-president; N. D. Campbell, treasurer.

OFFICES: Los Angeles, Calif.; Tampa, Fla.

JOHN G. HOAD & ASSOCIATES, INC. Est. 1953
8 East Michigan Avenue
Ypsilanti, Michigan HUnter 2-0920

PRINCIPAL: John G. Hoad, president.

H. H. HOLMES TESTING LABORATORIES Est. 1936
3947 North Spaulding Avenue
Chicago 18, Illinois CO 7-3535

PRINCIPALS: Richard E. Nelson, Jr., president; Marge Tieger, secretary-treasurer; Robert L. Nelson, field supervisor.

OFFICE: East Chicago, Ind.

KAISER ENGINEERS Est. 1941
1924 Broadway
Oakland 12, California Crestview 1-2211

PRINCIPALS: George Havas, vice-president and general manager; L. H. Oppenheim, vice-president and assistant general manager.

OFFICES: New York, N. Y.; Pittsburgh, Pa.

THEODORE J. KAUFFELD Est. 1944
150 Broadway
New York 38, New York Digby 9-4488

OFFICES: Morristown, N. J.; four more in New York, N. Y.

See Announcement page 4

S. LOGAN KERR & CO., INC. Est. 1945
Bethlehem Pike
Flourtown, Pennsylvania ADams 3-3046

PRINCIPAL: S. Logan Kerr, president.

LESTER B. KNIGHT & ASSOCIATES, INC. Est. 1945
549 West Randolph Street
Chicago 6, Illinois ANdover 3-3800

PRINCIPALS: Lester B. Knight, president; A. H. Foster, vice-president; H. H. Fite, vice-president, Washington; J. M. Planten, chief engineer, New York; R. K. Dailey, vice-president; J. H. Bertrand, manager, plant engineering.

OFFICES: New York, N. Y.; Washington, D. C.; Zurich, Switzerland.

P. E. LANDOLT Est. 1933
36 West 44th Street
New York 36, New York MU 2-3276

ARTHUR D. LITTLE, INC. Est. 1886
30 Memorial Drive
Cambridge 42, Massachusetts UNiversity 4-9370

PRINCIPALS: Earl P. Stevenson, chairman of the board; Raymond Stevens, president; Leroy F. Marek, vice-president; Allen Latham, Jr., vice-president; Bruce S. Old, vice-president; Warren C. Lothrop, vice-president; Lawrence W. Bass, vice-president; D. Reid Weedon, Jr., vice-president; Richard J. Coveney, vice-president; Howard O. McMahon, vice-president; William A. W. Krebs, vice-president; Helge Holst, treasurer; Frank N. Houghton, secretary.

OFFICES: Chicago, Ill.; Los Angeles, Calif.; New York, N. Y.; San Francisco, Calif.; Washington, D. C.; Santurce, Puerto Rico.

THOMAS S. McEWAN & ASSOCIATES Est. 1954
205 West Wacker Drive
Chicago 6, Illinois DE 2-0114

PRINCIPALS: Thos. S. McEwan, president; Gilbert J. Haan, vice-president.

PARSONS, BRINCKERHOFF, HALL & MACDONALD Est. 1885
51 Broadway
New York 6, New York WHitehall 3-7980

PRINCIPALS: Maurice N. Quade, partner; Walter S. Douglas, partner; Alfred Hedefine, partner; John O. Bickel, partner; Rush F. Ziegenfelder, partner; William H. Bruce, Jr., partner.

OFFICES: Boston, Mass.; Houston, Texas; Pittsburgh, Pa.; San Francisco, Calif.

PLUMB, TUCKETT & PIKARSKY Est. 1955
2649 Wabash Avenue
Gary, Indiana Turner 5-0531

PRINCIPALS: Mahlon J. Plumb, partner; H. Kenneth Tuckett, partner; Milton Pikarsky, partner; John D. Hubbard, partner; A. M. Westenhoff, associate partner; Ernest R. Seymour, associate partner.

OFFICE: Chicago, Ill.

PAUL ROGERS & ASSOCIATES, INC. Est. 1952
20 East Jackson Boulevard
Chicago 4, Illinois WA 2-2491

PRINCIPALS: Paul Rogers, president and chief engineer; C. Rogers, vice-president; G. Fontaine, secretary.

SAMUEL S. SCHIFFER Est. 1947
254 West 54th Street
New York 19, New York Ju 2-6650

SWIFT ENGINEERING COMPANY Est. 1930
7001 North Clark Street
Chicago 26, Illinois AMbassador 6640

PRINCIPAL: John B. Swift, president.

EMERSON VENABLE Est. 1951
6111 Fifth Avenue
Pittsburgh 32, Pennsylvania HI 18045

PRINCIPALS: Emerson Venable, owner; R. H. Wynn, chief chemist; L. E. Frost, research engineer.

VIBRATION MEASUREMENT ENGINEERS, INC. Est. 1935
725 Oakton Street
Evanston, Illinois DAvis 8-0400

THE J. G. WHITE ENGINEERING CORPORATION Est. 1913
80 Broad Street
New York 28, New York Bowling Green 9-8600

PRINCIPALS: Dudley Phelps, president; H. P. Jackson, vice-president; R. Bourne, vice-president and treasurer; G. H. O'Sullivan, vice-president; S. P. Darlington, vice-president.

OFFICE: Caracas, Venezuela.

WOLFE-SAGALOVITCH Est. 1950
134 North La Salle Street
Chicago 2, Illinois ANdover 3-4525

CONSULTING ENGINEERS—ARCHITECTURAL (19)

S. E. BERKENBLIT Est. 1934
127 North Dearborn Street
Chicago 2, Illinois RA 6-2198

PRINCIPALS: S. E. Berkenblit, owner; H. Fancher, architectural draftsman; W. Tegtmyer, architectural draftsman; Marshall Berkenblit, structural designer; W. DeCherrie, architectural designer.

THEODORE J. KAUFFELD Est. 1944
150 Broadway
New York 38, New York Digby 9-4488

OFFICES: Morristown, N. J.; four more in New York, N. Y.

See Announcement page 4

GEORGE LLOYD LEVIN—ENGINEERS Est. 1949
2395 University Avenue
St. Paul 14, Minnesota MIdway 6-4495

PRINCIPAL: George Lloyd Levin, owner.

LOCKWOOD GREENE ENGINEERS, INC. Est. 1832
41 East 42nd Street
New York 17, New York MU 7-0630

PRINCIPALS: Samuel B. Lincoln, chairman; William J. Heiser, president; David Elwell, vice-president; Edward B. Moebus, vice-president; Samuel B. Roberts, vice-president; H. M. Rogers, vice-president, Spartanberg; J. Robert Potter, vice-president, Boston.

OFFICES: Spartanberg, S. C.; Boston, Mass.

E. F. McKEON Est. 1955
251 Kearny Street
San Francisco 8, California Ex 7-0675

JESSE ROSENWALD Est. 1933
525 Market Street
San Francisco 5, California DOuglas 2-7949

CONSULTING ENGINEERS—CHEMICAL (20)

R. S. ARIES & ASSOCIATES — **Est. 1943**
77 South Street
Stamford, Connecticut — **DAvis 5-2236**

PRINCIPAL: Robert S. Aries, principal.

W. L. BADGER AND ASSOCIATES, INC. — **Est. 1944**
309 South State Street
Ann Arbor, Michigan — **Normandy 2-6142**

PRINCIPALS: W. L. Badger, president; C. E. Sech, vice-president; F. C. Standiford, secretary-treasurer.

J. B. CALVA & CO. — **Est. 1935**
Kasota Building
Minneapolis 1, Minnesota — **Fe 8-5019**

PRINCIPALS: Jose B. Calva, president and technical director; Jaime B. Calva, vice-president; Edith F. Biddle, secretary.

A. W. DOW, INC. — **Est. 1901**
801 Second Avenue
New York 17, New York — **Murray Hill 4-1491**

PRINCIPAL: Carl Bussow, president and technical director.

JACOBS ENGINEERING CO. — **Est. 1947**
774 East Green Street
Pasadena, California — **RYan 1-9373**

PRINCIPALS: J. J. Jacobs, president; F. G. Sawyer, vice-president; S. L. Krugman, vice-president.

OFFICE: Oakland, Calif.

M. H. JOFFE AND ASSOCIATES — **Est. 1956**
59 East Madison Street
Chicago 3, Illinois — **RA 6-4311**

PRINCIPALS: Morris H. Joffe, partner; Carl R. Piowaty, partner; Melvin Lipschultz, partner.

THEODORE J. KAUFFELD — **Est. 1944**
150 Broadway
New York 38, New York — **Digby 9-4488**

OFFICES: Morristown, N. J.; four more in New York, N. Y.

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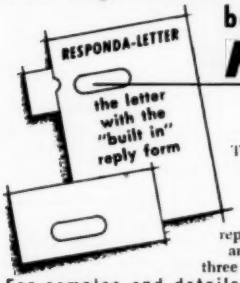

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KENDALL INFRARED LABORATORIES — **Est. 1953**
1030 Sherman Avenue
Plainfield, New Jersey — **PLainfield 4-5205**

PRINCIPAL: David N. Kendall, director.

KNOWLES ASSOCIATES — **Est. 1947**
19 Rector Street
New York 6, New York — **BO 9-3456**

PRINCIPALS: C. L. Knowles, partner; O. R. Kuster, partner; R. Chelminski, partner.

R. B. MacMULLIN ASSOCIATES — **Est. 1946**
610 Hancock Building
Niagara Falls, New York — **N. F. 7571**

PRINCIPALS: R. B. MacMullin, senior partner; R. A. Williamson, partner; E. H. Coe, partner; J. R. Meyer, partner; P. P. Beno, partner.

MORSE LABORATORIES — **Est. 1935**
316 16th Street
Sacramento 14, California — **GIlbert 1-2572**

PRINCIPAL: G. H. Morse.

HAROLD E. SELBY
619 68th Street
Brooklyn 20, New York — **Shore Road 5-5332**

PRINCIPALS: Harold E. Selby, rubber and plastic consultant; Betty Ann Selby, statistical and quality control chemist.

OFFICE: Garden City, N. Y.

SINGMASTER & BREYER — **Est. 1927**
420 Lexington Avenue
New York 17, New York — **ORegon 9-4480**

PRINCIPALS: Frank G. Breyer, partner; William H. Finkeldey, partner; Byron Marquis, partner; E. H. Hilgeman, partner; G. E. Sonderman, partner; T. R. Young, partner; Harlow J. Reed, partner; D. R. Whitlock, partner.

SKEIST & SCHWARZ LABORATORIES, INC. — **Est. 1945**
89 Lincoln Park
Newark 2, New Jersey — **Market 3-5002**

PRINCIPALS: Eugene W. K. Schwarz, president; Irving Skeist, vice-president.

OFFICE: New York, N. Y.

FOSTER D. SNELL, INC. — **Est. 1920**
29 West 15th Street
New York 11, New York — **WAtkins 4-8800**

PRINCIPALS: Foster D. Snell, president; Cyril S. Kimball, executive vice-president; Leonard C. Cartwright, secretary; Philip B. Ostrow, treasurer.

OFFICES: Bainbridge, N. Y.; Baltimore, Md.

TRUESDAIL LABORATORIES, INC. — **Est. 1932**
4101 North Figueroa Street
Los Angeles 65, California — **CApitol 5-4148**

PRINCIPALS: Roger W. Truesdail, president; Philip J. Charley, vice-president; C. E. P. Jeffreys, technical director; Alvin E. May, director of technical sales.

OFFICE: Honolulu, Hawaii.

CONSULTING ENGINEERS—CIVIL (21)

HARZA ENGINEERING COMPANY — **Est. 1920**
400 West Madison Street
Chicago 6, Illinois — **RAndolph 6-3451**

PRINCIPALS: Calvin V. Davis, president; E. Montford Fucik, executive vice-president; Richard D. Harza, vice-president and business manager.

CONSULTING ENGINEERS—ELECTRONIC (22)

AERO ELECTRONICS COMPANY — **Est. 1947**
1512 North Wells Street
Chicago 10, Illinois — **WHitehall 3-0401**

PRINCIPAL: B. S. Maximoff, owner.

CIRCUIT ENGINEERING — **Est. 1954**
66 Westland Road
Weston 93, Massachusetts — **TW 4-6071**

PRINCIPAL: Norman B. Saunders.

THEODORE J. KAUFFELD — **Est. 1944**
150 Broadway
New York 38, New York — **Digby 9-4488**

OFFICES: Morristown, N. J.; four more in New York, N. Y.

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CONSULTING ENGINEERS—MECHANICAL (23)

BRODIE ENGINEERING CORPORATION
532 Endicott Building
St. Paul 1, Minnesota

PRINCIPALS: James H. Brodie, president; James S. Brodie, vice-president; Elsa C. Brodie, secretary-treasurer.

ERNEST H. CASSON — **Est. 1942**
300 West Adams Street
Chicago 6, Illinois — **RA 6-0623**

PRINCIPAL: Ernest H. Casson.

INDUSTRIAL PROJECT ENGINEERING CO. — **Est. 1952**
1336½ Estes Avenue
Chicago 26, Illinois — **BR 4-8832**

PRINCIPALS: Anthony V. Escriva, president; Paul H. Escriva, vice-president; J. Wolfson, executive vice-president.

THEODORE J. KAUFFELD — **Est. 1944**
150 Broadway
New York 38, New York — **Digby 9-4488**

OFFICES: Morristown, N. J.; four more in New York, N. Y.

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JOHN W. MEDLIN — **Est. 1951**
5210 Morningside
Houston 5, Texas — **JA 9-8056**

DELOS M. PALMER & ASSOCIATES — **Est. 1945**
4401 Jackman Road
Toledo 12, Ohio — **Greenwood 9-4453**

PRINCIPALS: Delos M. Palmer, director; Delos M. Palmer, Jr., partner.

T A B ENGINEERS, INC. — **Est. 1946**
767 North Milwaukee Avenue
Chicago 22, Illinois — **TAylor 9-4411**

PRINCIPALS: C. E. Evanson, president; W. S. Gilbert, executive vice-president; H. A. Edmonds, vice-president and director of engineering.

CONTEST PLANNING AND MANAGEMENT (24)

ZENN KAUFMAN — **Est. 1953**
439 Madison Avenue
New York 22, New York — **PLaza 3-4390**

COSTING AND PRICING (25)

JOEL DEAN ASSOCIATES, INC. — **Est. 1940**
14 Hopke Avenue
Hastings-on-Hudson, New York — **Ha 5-8282**

PRINCIPALS: Joel Dean, president; James Lorie, manager, Chicago.

OFFICE: Chicago, Ill.

CREDIT AND COLLECTION SERVICES (26)

ASSOCIATED CREDIT BUREAUS OF AMERICA, INC. — **Est. 1906**
7000 Chippewa Street
St. Louis 19, Missouri — **Flanders 1-4455**

PRINCIPAL: Harold A. Wallace, executive vice-president and treasurer.

AUTOMOBILE RECOVERY BUREAU — **Est. 1929**
1201 Blodgett Street
Houston, Texas — **Jackson 4-0926**

PRINCIPAL: Fred Heafner, owner.

OFFICE: Dallas, Texas.

LUSK DETECTIVE & COLLECTION AGENCY — **Est. 1938**
118 West Broadway
Tucson, Arizona — **Main 3-4726**

PRINCIPAL: G. Myron Lusk, owner-manager.

RETAIL CREDIT COMPANY — **Est. 1899**
1600 Peachtree Street, North East
Post Office Box 4081, Atlanta 2, Georgia — **Trinity 5-8321**

PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary-treasurer.

OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba, and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.

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DIRECT MAIL (27)

(See also: Sales Promotion Consultants)

RESPONDA-LETTER **Est. 1955**
411 South Sangamon Street
Chicago 7, Illinois **MOnroe 6-9878**

PRINCIPALS: James Weiss, president; Rudy Buczek, sales manager.

OFFICE: New York, N. Y.

See Announcement page 22

THE RYLANDER COMPANY **Est. 1928**
216 West Jackson Boulevard
Chicago 6, Illinois **RAndolph 6-4760**

PRINCIPALS: Roy G. Rylander, president; Robert W. Rylander, vice-president and treasurer; George E. Schmitt, vice-president; Jack W. Thompson, director of creative services.

DIRECT MAIL—NATURAL COLOR (28)

CURT TEICH & CO., INC. **Est. 1898**
1733 West Irving Park Road
Chicago 13, Illinois **BU 1-0606**

PRINCIPAL: Curt Teich, Jr., president.

ECONOMIC CONSULTANTS (29)

MAX CARASSO **Est. 1949**
175 Fifth Avenue
New York 10, New York **Oregon 7-6868**

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JOEL DEAN ASSOCIATES, INC. **Est. 1940**
14 Hopke Avenue
Hastings-on-Hudson, New York **Ha 5-8282**

PRINCIPALS: Joel Dean, president; James Lorie, manager, Chicago.

OFFICE: Chicago, Ill.

INTERNATIONAL STATISTICAL BUREAU, INC. **Est. 1932**
350 Fifth Avenue
New York 1, New York **Wi 7-9272**

PRINCIPALS: A. W. Zelomek, president and treasurer; Dr. Robert C. Shook, vice-president.

S. Jay Levy **Est. 1949**
Box 26
Chappaqua, New York **Chappaqua 1-1975**

STANDARD RESEARCH CONSULTANTS, INC. **Est. 1928**
345 Hudson Street
New York 14, New York **Watkins 4-6400**

PRINCIPALS: Paul B. Coffman, president; Eugene S. Merrill, executive vice-president; Edgar N. Biffar, vice-president; Thomas P. Morrissey, vice-president; Ralph E. Badger, associate.

OFFICE: Paris, France.

TODD AND DRAPER CORPORATION **Est. 1948**
57 Park Avenue
New York 16, New York **MUrray Hill 4-4322**

PRINCIPALS: F. Beaman Todd, president; Irving Scharf, vice-president, economic research; Raeburn F. (Bill) Hay, vice-president, relocation studies; Virginia Keyser, vice-president, marketing studies.

OFFICE: Boston, Mass.

EMPLOYEE RELATIONS CONSULTANTS (30)

DEUTSCH & SHEA, INC. **Est. 1939**
230 West 41st Street
New York 36, New York **LOngacre 4-5900**

PRINCIPALS: Arnold R. Deutsch, president; Van M. Evans, vice-president.

EMPLOYEE RELATIONS, INC. **Est. 1956**
13 East 53rd Street
New York 22, New York **ELdorado 5-0939**

PRINCIPALS: Robert M. Snibbe, president; Otis L. Helfrich, vice-president, sales; G. Scott Hutchison, vice-president, editorial; V. F. Nichols, director of promotion; G. C. Manning, director of service.

GROUP SPECIALTIES BUREAU **Est. 1954**
1330 Wilshire Boulevard
Los Angeles 17, California **DUnkirk 4-7747**

PRINCIPAL: B. J. McMahon, director.

HUMAN RELATIONS INSTITUTE OF AMERICA INC. **Est. 1949**
Sterling National Bank Building
Forest Hills, New York 75, New York **BOulevard 3-8494**

PRINCIPALS: James F. Gallagher, president; Vincent Pitaro, vice-president; Charles Digangi, secretary-treasurer.

OFFICES: Abington, Pa.; Atlanta, Ga.; Chicago, Ill.; Patterson, N. J.; San Francisco, Calif.

HUMANTICS **Est. 1954**
1951 Skyline Vista Drive
La Habra, California **OWen 71-372**

PRINCIPAL: Francis N. Laird, president.

HOMER H. B. MASK CONSULTANT SERVICE **Est. 1946**
Post Office Box 5001
Columbia, South Carolina **Al 3-7720**

PRINCIPALS: Homer H. B. Mask, senior associate; Douglas C. Montgomery, junior associate.

MURPHY AND GAPP **Est. 1944**
338 Masonic Building
Meadville, Pennsylvania **37-273**

PRINCIPAL: Donald W. Gapp, owner.

OFFICE: New York, N. Y.

NATIONAL EMPLOYERS COUNSEL **Est. 1954**
974 West Manchester Avenue
Los Angeles 44, California **PLeasant 3-2634**

PRINCIPALS: Eugene B. Rossi, general manager; Hugh C. Irey, director tax division; Lawrence M. Rossi, public relations director; Donovan L. Dykes, service consultant; L. L. Lewis, district manager; L. E. Nutt, district manager; E. Petroff, technical administrator.

FRED RUDGE ASSOCIATES, INC. **Est. 1945**
63 Park Street
New Canaan, Connecticut **Woodward 6-1651**

PRINCIPALS: Lloyd H. Dalzell, chairman of the board; Fred Rudge, president; John B. Burnap, vice-president; Ella Lee Murdaugh, secretary; Dr. Robert H. Schaffer, director of research.

EMPLOYEE SURVEYS AND OPINION POLLS (31)

GUY ARTHUR AND ASSOCIATES, INC. **Est. 1947**
Box 47
Toccoa, Georgia **Tucker 6-4924**

PRINCIPALS: Guy B. Arthur, Jr., president; James F. Haynes, treasurer; W. M. Wilkins, vice-president; L. B. Gough, vice-president.

OFFICES: J. C. Field, Dallas, Texas; G. R. Schenck, Bronxville, New York.

CENTRAL SURVEYS INCORPORATED **Est. 1937**
Post Office Box 157
Shenandoah, Iowa **1240**

PRINCIPALS: Charles E. Parker, president; William M. Longman, executive vice-president; Fay Williams, sales manager; Robert F. Tyson, field manager; Fred C. Danforth, secretary; Gage E. Parker, director of employee surveys; A. E. Beal, treasurer.

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KOLSTAD ASSOCIATES **Est. 1948**
432 Fourth Avenue
New York 16, New York **Mu 5-1451**

PRINCIPAL: Dr. Arthur Kolstad, director.

LABOR RELATIONS INSTITUTE **Est. 1940**
Post Office Box 306
Millington, New Jersey **Millington 7-0990**

PRINCIPAL: Ola C. Cool, director.

OPINION RESEARCH CORPORATION **Est. 1938**
44 Nassau Street
Princeton, New Jersey **Walnut 4-5900**

PRINCIPALS: Claude Robinson, chairman of the board; Dilman M. K. Smith, vice-chairman; Joseph C. Bevis, president; Walter Barlow, executive vice-president; LeBaron Foster, vice-president; Hugh Hoffman, vice-president; Starr Northrop, vice-president; Donald Rugg, vice-president; Hugh Rusch, vice-president.

OFFICE: Hugh A. Smith, Seattle, Wash.

PENNSYLVANIA SURVEYS **Est. 1948**
620 East Foster Avenue
State College, Pennsylvania **ADams 7-4227**

PRINCIPALS: Lester Guest, director; Pearl Guest, associate director.

RAY DETECTIVE AGENCY — Est. 1942
1104 Main Street
Dallas 2, Texas — RIverside 2-2695

PRINCIPAL: C. R. Rivers.

RETAIL CREDIT COMPANY — Est. 1899
1600 Peachtree Street, North East
Post Office Box 4081, Atlanta 2, Georgia — Trinity 5-8321

PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary-treasurer.

OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba, and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.

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DOUGLAS WILLIAMS ASSOCIATES — Est. 1949
342 Madison Avenue
New York 17, New York — MUrray Hill 7-7840

PRINCIPALS: Douglas Williams, senior partner; Stanley Peterfreund, partner; Victor I. Bumagin, partner.

EMPLOYMENT, PLACEMENT (32)

ACME EMPLOYMENT SERVICE — Est. 1944
402 Kresge Building
Des Moines 9, Iowa — AT 2-0264

PRINCIPAL: Mrs. Kathryn B. Ward, owner.

OFFICE: Kansas City, Mo.

BRINDLEY PERSONNEL SERVICE — Est. 1949
Republic Building, Suite 213
Oklahoma City 2, Oklahoma — FOrest 5-2511

PRINCIPAL: Miss Esther E. Brindley, owner-manager.

CADILLAC ASSOCIATES, INC. — Est. 1922
220 South State Street
Chicago 4, Illinois — WAbash 2-4800

PRINCIPALS: Lon D. Barton, president; Eugene B. Shea, executive vice-president; John J. Kraeger, secretary.

DAWSON PERSONNEL SERVICE — Est. 1946
85 East Gay Street
Columbus 15, Ohio — CApital 1-5588

PRINCIPALS: John B. Dawson, partner; Josephine A. Dawson, partner.

FADELL & ASSOCIATES — Est. 1946
790 Broadway
Gary, Indiana — Turner 2-9311

PRINCIPAL: Maury G. Fadell.

OFFICES: Hammond, Ind.; South Bend, Ind.

GEO. GOUGH PERSONNEL AGENCY — Est. 1942
299 Madison Avenue
New York 17, New York — Murray Hill 7-3584

PRINCIPAL: Geo. Gough, owner.

MEADY PERSONNEL SERVICE — Est. 1950
1426 Hancock Street
Quincy 69, Massachusetts — MA 9-4958

PRINCIPAL: Leo F. Meady, president.

OFFICES: Brockton, Mass.; Lynn, Mass.

PERSONNEL PLACEMENT — Est. 1952
913 Elm Street
Manchester, New Hampshire — NAtional 3-5800

PRINCIPALS: Bella H. Postma, partner; Ray Halmans, partner.

THE PLACEMENT BUREAU — Est. 1952
206-8 Strauss Building
Fort Wayne 2, Indiana — E 4423

PRINCIPAL: Irwin D. Bone, owner-manager.

BEE ROBERTSON'S EMPLOYMENT SERVICE — Est. 1949
301 Carondelet Building
New Orleans 21, Louisiana — TUlane 2135

PRINCIPALS: Bee Robertson Paul, co-owner; Robert K. Paul, co-owner.

EMPLOYMENT SERVICES (33)

ACADEMY EMPLOYMENT SERVICE — Est. 1945
612 Press Building
Binghamton, New York — Binghamton 3-5377

PRINCIPALS: Joseph G. Normile, partner and co-owner; Eleenor F. Normile, partner and co-owner.

ACME PERSONNEL SERVICE — Est. 1946
Peyton Building
Spokane 1, Washington — Ri 7-6011

PRINCIPALS: David L. Reiff, owner and director; William D. Reiff, general manager; W. Jay Kinzer, assistant manager; Charles L. Wilson, branch manager.

ADDINGTON EMPLOYMENT SERVICE — Est. 1951
531 Gunter Building
San Antonio 5, Texas — CApital 6-7621

PRINCIPAL: Otis R. Addington, owner.

AUTRY EMPLOYMENT SERVICE — Est. 1943
207 Danciger Building
Fort Worth 1, Texas — ED 2-3105

PRINCIPALS: Mrs. Mayme B. Autry, manager; Jack Blankinship, assistant manager.

OFFICE: Dallas, Texas.

BAIRD'S AKRON EMPLOYMENT — Est. 1945
Akron Savings & Loan Building
Akron 8, Ohio — POrtage 2-7641

PRINCIPAL: George C. Baird, owner-manager.

R. W. BIXBY, INC. — Est. 1910
513 Brisbane Building
Buffalo 3, New York — WAshington 1281

PRINCIPALS: Kenneth H. Bixby, president and treasurer; Lawrence A. Bellinger, vice-president; H. A. Huber, secretary.

BRADLEY PLACEMENT SERVICE — Est. 1940
555 Leader Building
Cleveland 14, Ohio — Tower 1-2235

PRINCIPAL: Fred A. Pierce, owner-manager.

BUSINESS MEN'S CLEARING HOUSE, INC. — Est. 1903
601 Midland Savings Building
Denver 2, Colorado — Ke 4-0271

PRINCIPALS: John E. Green, president and treasurer; Mildred W. Green, secretary and vice-president.

BUSINESS SERVICE COMPANY — Est. 1900
1420 Chemical Building
St. Louis 1, Missouri — Main 1-4900

PRINCIPAL: E. T. Hasselbring, president.

CAREER COUNSELORS, INC. — Est. 1949
218 Executive Building
Portland 4, Oregon — CApital 6-3976

PRINCIPALS: John H. Boden, president; Lauraine S. Boden, secretary-treasurer.

CENTRAL EMPLOYMENT SERVICE, INC. — Est. 1949
1104-A Quarrier Street
Charleston, West Virginia — Dickens 35-113

PRINCIPAL: Mrs. Marion A. Williams, owner-manager.

COBY SERVICE BUREAU, INC. — Est. 1921
Bessemer Building
Pittsburgh 22, Pennsylvania — Atlantic 1-4211

PRINCIPALS: E. C. Coby, president; Chas. L. Jenne, vice-president; Frank C. McCue, secretary-treasurer.

EELLS PERSONNEL SERVICE — Est. 1946
311 Idaho Building
Boise, Idaho — 4-5537

PRINCIPAL: Charles B. Eells, owner-manager.

OFFICE: Pocatello, Idaho.

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ELLS EMPLOYMENT SERVICE **Est. 1911**
929 Plymouth Building
Minneapolis 3, Minnesota **FEderal 5-1131**

PRINCIPAL: R. H. Macgregor, manager.

RICHARD D. GLEASON ASSOCIATES **Est. 1954**
6 North Michigan Avenue
Chicago 2, Illinois **STate 6-5055**

PRINCIPAL: Richard D. Gleason, president.

LOUIS A. GLINDMEYER & ASSOCIATES **Est. 1951**
908 Atlas Bank Building
Cincinnati 2, Ohio **CHerry 1-1174**

PRINCIPALS: Louis A. Glindmeyer, director; Stanley Lovitt, associate; Virginia Wasser, associate.

HALLORAN PLACEMENT SERVICE **Est. 1956**
416 Brisbane Building
Buffalo 3, New York **MOhawk 3170**

PRINCIPAL: James F. Halloran, Jr., owner.

JIRA THAYER JENNINGS **Est. 1927**
West Road
Manchester, Vermont **Manchester 557**

JEPSON EXECUTIVE SERVICE **Est. 1939**
VFW Building
Kansas City 11, Missouri **Lo 1-4486**

PRINCIPAL: Harry F. Jepson, director.

KARR ASSOCIATES **Est. 1926**
707 Simons Building
Dallas 1, Texas **Riverside 2-4351**

PRINCIPAL: Claude K. Karr, owner.

LeBOW-GOULD ASSOCIATES **Est. 1950**
10 East 40th Street
New York 16, New York **MU 5-8239**

PRINCIPAL: Maxim LeBow, owner.

LONGBERRY EMPLOYMENT SERVICE **Est. 1953**
402 Niles Bank Building
Niles, Ohio **OLympic 29923**

PRINCIPAL: Melvin W. Longberry, owner-manager.

CHAS. J. LOVELESS PERSONNEL SERVICE **Est. 1945**
616 South Main
Tulsa 19, Oklahoma **LU 4-3601**

PRINCIPALS: C. J. Loveless, owner; Lloyd W. Richards, manager.

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RETAIL CREDIT COMPANY **Est. 1899**
1600 Peachtree Street, North East
Post Office Box 4081, Atlanta 2, Georgia **Trinity 5-8321**

PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary and treasurer.

OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.

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RICE EMPLOYMENT AGENCY **Est. 1947**
Exchange Building
Little Rock, Arkansas **FR 2-5201**

PRINCIPAL: Peyton E. Rice, owner-manager.

ROBERT A. STOUGH AND ASSOCIATES **Est. 1950**
423 Colton Building
Toledo 2, Ohio **Cherry 3-3119**

PRINCIPAL: Robert A. Stough, owner.

VAN LANINGHAM EMPLOYMENT SERVICE **Est. 1951**
241 Johnson Building
Muncie, Indiana **ATlas 4-3317**

PRINCIPALS: George Van Laningham, partner; Nelda Van Laningham, partner.

OFFICES: Anderson, Ind.; Marion, Ind.; Richmond, Ind.

EXECUTIVE COMPENSATION (34)

BOOZ, ALLEN & HAMILTON **Est. 1914**
135 South La Salle Street
Chicago 3, Illinois **FInancial 6-1900**

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

EDWARD N. HAY & ASSOCIATES, INC. **Est. 1947**
121 South Broad Street
Philadelphia 7, Pennsylvania **Kingsley 6-0235**

PRINCIPALS: Edward N. Hay, chairman of the board; Dale Purves, president; Milton L. Rock, vice-president; Charles W. G. Van Horn, director; John J. Grela, director; John S. Conant, principal; William Dall, principal; William F. Dinsmore, principal; George M. Vesselago, principal.

OFFICE: New York, N. Y.

EDWIN SHIELDS HEWITT AND ASSOCIATES **Est. 1940**
Libertyville, Illinois **Libertyville 2-4080**
Briargate 4-7500 from Chicago

PRINCIPALS: James A. Attwood, partner; Richard L. Diemer, partner; Edwin Shields Hewitt, partner; Jack Alan James, partner; Charles L. Kluss, partner; Gayle B. Mattingly, partner; Howard C. Meadors, partner; Melbourne H. Mudd, partner; Thomas H. Paine, partner; Rodger R. Patrick, partner; Howard L. Peck, partner.

OFFICE: Chicago, Ill.

EXECUTIVE DEVELOPMENT (35)

EXECUTIVES SELECTION AND TRAINING INSTITUTE **Est. 1945**
958 Maccabees Building
Detroit 2, Michigan **TEmple 11-55-1**

PRINCIPAL: Daniel L. Beck, owner.

O. H. LYON, INC. **Est. 1957**
247 International City Building, International Airport, Box 947
Miami 48, Florida **Tuxedo 7-7536**

PRINCIPALS: O. H. Lyon, president; Rodney W. King, vice-president; John F. Spear, vice-president.

MANAGEMENT DEVELOPMENT ASSOCIATES
485 Lexington Avenue
New York 17, New York **OXford 7-7030**

PRINCIPALS: Edward Walther, partner; J. Collins Coffee, partner; J. Stewart Wilson, associate; C. Lincoln Christensen, associate; J. Edmore Melanson, associate; John G. Zeiger, associate.

REED, CUFF ASSOCIATES, INC. **Est. 1953**
420 Lexington Avenue
New York 17, New York **Murray Hill 5-1050**

PRINCIPALS: B. Vernon Reed, president and secretary; James V. Cuff, vice-president and treasurer.

EXECUTIVE RECRUITMENT (36)

BOOZ, ALLEN & HAMILTON **Est. 1914**
135 South La Salle Street
Chicago 3, Illinois **FInancial 6-1900**

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

BOYDEN ASSOCIATES, INC. **Est. 1946**
247 Park Avenue
New York 17, New York **MUrray Hill 8-2110**

PRINCIPALS: S. M. Boyden, president and treasurer; Catherine B. Boyden, secretary; Paul E. Wilson, vice-president; John E. Foster, vice-president.

CONLEY ASSOCIATES, INC. **Est. 1946**
135 South La Salle Street
Chicago 3, Illinois **ANdover 3-4680**

PRINCIPALS: Edwin B. Conley, president; Frank M. Maichle; Robert W. Lamson.

COPLEY ASSOCIATES Est. 1953
6 Beacon Street
Boston 8, Massachusetts Richmond 2-1910

PRINCIPAL: Arthur J. Girdis, director.

DECISION INC.
105 East 4th
Cincinnati 2, Ohio GArfield 1-1700

DUNN & WRIGHT ASSOCIATES, INC. Est. 1953
110 East 42nd Street
New York 17, New York MU 2-8730

PRINCIPALS: H. Ashton Dunn, Jr., president and treasurer; Edmond F. Wright, vice-president and assistant treasurer; Paul T. Stafford, secretary.

OFFICE: Cambridge, Mass.

EMPLOYERS PERSONNEL SERVICE, INC. Est. 1937
323 Third National Bank Building
Nashville 3, Tennessee CHapel 2-5671

PRINCIPALS: Mrs. Magnolia Davis, president; Walter L. Davis.

EMPLOYERS PERSONNEL SERVICES Est. 1948
122 West South Street
Kalamazoo, Michigan Fireside 55183

PRINCIPALS: John J. Hoppe, general manager; Charles K. Muth, manager, engineering department.

OFFICE: Battle Creek, Mich.

THE EXECUTIVE SEARCH COMPANY, INC. Est. 1955
161 East 42nd Street
New York 17, New York OXford 7-0225

PRINCIPALS: Fred Lustig, president; J. W. Chapman, vice-president; N. S. DeBare, secretary-treasurer.

HANDY ASSOCIATES, INC. Est. 1944
570 Lexington Avenue
New York 22, New York Plaza 5-1911

PRINCIPALS: John L. Handy, president; H. B. Cooley, vice-president and manager, San Francisco; L. F. Stowell, associate; H. G. Kurtz, associate; E. Hachtel, associate; E. D. McDougal, associate; T. Myers, associate.

OFFICE: San Francisco, Calif.

HEIDRICK AND STRUGGLES, INC. Est. 1954
20 North Wacker Drive
Chicago 6, Illinois FRanklin 2-8812

PRINCIPALS: Gardner W. Heidrick, president; John E. Struggles, vice-president and treasurer; Thomas J. Johnston, associate; John S. Wilson, associate; Joseph P. Agronick, associate.

HERGENRATHER ASSOCIATES Est. 1954
900 Wilshire Boulevard
Los Angeles 17, California MIchigan 9414

PRINCIPALS: E. R. Hergenrather, owner; F. J. Hanrahan, associate; Boris Y. Kutner, associate; T. B. Birch, associate.

HARVEY LITTLEFIELD & CO. Est. 1947
231 South La Salle Street
Chicago 4, Illinois ANdover 3-2646

PRINCIPALS: Harvey Littlefield, partner; F. W. Littlefield, partner.

EDWARD J. MAGEE Est. 1955
1402 Farmers Bank Building
Pittsburgh 22, Pennsylvania Grant 1-4477

MANPOWER DEVELOPMENT CORPORATION Est. 1955
342 Madison Avenue
New York 17, New York MUrray Hill 7-0554

PRINCIPALS: Leon D. Eldot, president; John H. Adams, executive vice-president; Rear Admiral Charles L. Austin, vice-president; Harvey Saul, vice-president; William V. K. Gillett, vice-president.

QUINBY EMPLOYMENT SERVICE Est. 1939
406 Bankers Mortgage Building
Houston 2, Texas FA 3-2391

PRINCIPALS: Rodney R. Quinby, partner; J. Rodney Quinby, partner.

ROBERTS, SORZANO & ASSOCIATES Est. 1952
122 East 42nd Street
New York 17, New York OXford 7-4320

PRINCIPALS: Charles S. Roberts, partner; Julio F. Sorzano, partner.

SPENCER STUART & ASSOCIATES, INC. Est. 1956
38 South Dearborn Street
Chicago 3, Illinois DEarborn 2-1530

EXPORT-IMPORT CONSULTANTS (37)

MAX CARASSO Est. 1949
175 Fifth Avenue
New York 10, New York Oregon 7-6868

See Announcement This Page

GEORGE A. DUFFY Est. 1919
10 South 18th Street
Philadelphia 3, Pennsylvania Rittenhouse 6-6437

OFFICE: New York, N. Y.

FOREIGN TRADE CONSULTANTS CO. Est. 1955
5327-41 Street N. W.
Washington 15, D. C. EM 2-0377

PRINCIPAL: Nikos G. Photias.

INTERNATIONAL INDUSTRIAL ENGINEERING ASSOCIATION, INC.
1 North La Salle Street
Chicago 2, Illinois CEntral 6-3366

MORRILL ASSOCIATES, INC. Est. 1955
550 Fifth Avenue
New York 36, New York PLaza 7-6454

PRINCIPALS: John H. Morrill, president; Robert L. Neff, vice-president; George R. Scithers, vice-president and treasurer; Charles R. Thiss, vice-president; Charles R. Jeffs, vice-president; H. E. Vanderveen, vice-president; Charles W. McGeehan, vice-president.

OFFICES: Baltimore, Md.; Minneapolis, Minn.; Bremen In der Vahr, Germany; Honolulu, Hawaii.

MACKENZIE STEVENS AND COMPANY Est. 1938
3 Skyline Drive
Daly City, California Plaza 5-0600

PRINCIPALS: Mackenzie Stevens, senior partner; P. M. Stevens, executive partner.

WORLD INVESTMENT AND TRADE CORPORATION Est. 1953
3 Skyline Drive
Daly City, California Plaza 5-0600

PRINCIPALS: W. M. Stevens, president; Phyla Stevens, executive vice-president.

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FILM CONSULTANTS (38)

(See also: Audio-Visual Aids; Motion Pictures—Commercial)

JEROME MAYER ASSOCIATES — Est. 1950
55 West 42nd Street
New York 36, New York — Pe 6-8460

PRINCIPAL: Jerome Mayer, principal.

FINANCIAL MANAGEMENT (39)

JOHN E. ARENS COMPANY — Est. 1953
650 South Grand Avenue
Los Angeles 17, California — Madison 6-6761

PRINCIPAL: John E. Arens, principal.

BOOZ, ALLEN & HAMILTON — Est. 1914
135 South La Salle Street
Chicago 3, Illinois — Financial 6-1900

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

de VEGH & COMPANY — Est. 1952
26 Broadway
New York 4, New York — WHitehall 3-1270

PRINCIPALS: Imrie de Vegh, senior partner; Daniel S. Poor, partner; Wassily Leontieff, partner.

OFFICE: Washington, D. C.

GRIFFENHAGEN & ASSOCIATES — Est. 1911
40 Wall Street
New York 5, New York — WHitehall 3-9115

OFFICES: Chicago, Ill.; Washington, D. C.

THE RUDDICK CORPORATION — Est. 1928
614 Wilder Building
Charlotte 2, North Carolina — FR 5-4079

PRINCIPALS: R. A. Bigger, president; L. V. Sutton, Jr., executive vice-president; R. Stuart Dickson, secretary; J. G. Johnston, treasurer.

STANDARD RESEARCH CONSULTANTS, INC. — Est. 1928
345 Hudson Street
New York 14, New York — Watkins 4-6400

PRINCIPALS: Paul B. Coffman, president; Eugene S. Merrill, executive vice-president; Edgar N. Biffar, vice-president; Thomas P. Morrissey, vice-president; Ralph E. Badger, associate.

OFFICE: Paris, France.

FRANK P. WHITE — Est. 1924
278 Main Street
Greenfield, Massachusetts — Prescott 4-4680

FIRE PROTECTION ENGINEERS (40)

U. S. FIRE PROTECTION ENGINEERING SERVICE, INC. — Est. 1952
9A East 45th Street
Kansas City 11, Missouri — Jefferson 1-2369

PRINCIPALS: Frank H. Gage, president; John T. W. Babcock, vice-president; Ida E. Turner, secretary; Edmond C. Leonhart, chief engineer.

OFFICES: Chicago, Ill.; San Francisco, Calif.

FOOD SERVICES (41)

(See also: Inplant Feeding)

LEONARD CATERERS — Est. 1951
206½ West 13th Street
New York 11, New York — WA 9-3277

PRINCIPAL: Leonard Botwinik, manager.

THEODORE ROTHMAN & CO. — Est. 1950
510 South Burnside Avenue
Los Angeles 36, California — Webster 1-6541, Mutual 6479

FOOD SERVICES CONSULTANTS (42)

ARTHUR WILLIAM DANA — Est. 1937
11 East 44th Street
New York 17, New York — Murray Hill 2-3365

PRINCIPALS: Arthur W. Dana, consultant; Richard E. Fletcher, associate; George J. Kraft, associate.

EVANS RESEARCH AND DEVELOPMENT CORPORATION — Est. 1940
250 East 43rd Street
New York 17, New York — Mu 3-0071

PRINCIPALS: Ralph L. Evans, president; Everett G. McDonough, executive vice-president.

SLATER FOOD SERVICE MANAGEMENT — Est. 1925
Lombard at 25th Street
Philadelphia 46, Pennsylvania — Kingsley 5-4600

PRINCIPALS: John H. Slater, president; James F. Hutton, executive vice-president; Charles W. Zerweck, vice-president; William A. Deal, vice-president.

OFFICES: Atlanta, Ga.; Baltimore, Md.; Buffalo, N. Y.; Danville, Va.; Detroit, Mich.; New York, N. Y.; Philadelphia, Pa.

See Announcement page 27

FORMS CONSULTANTS (43)

ECCO FORMS CONTROL — Est. 1945
45 Vanderbilt Avenue
New York 17, New York — MUrray Hill 4-0110

PRINCIPAL: E. C. Klumpp, partner.

LEAHY AND COMPANY — Est. 1948
350 Fifth Avenue
New York 1, New York — Lackawanna 4-0323

PRINCIPALS: Emmett J. Leahy, president; Matson Holbrook, vice-president; Edward T. Freel, vice-president; Mona Sheppard, vice-president; J. Stewart Elwell, assistant vice-president; J. H. Denny, controller.

OFFICES: P. O. Box 1153, Houston, Texas; Miami, Fla.

FUND-RAISING CONSULTANTS (44)

REX M. CORFMAN — Est. 1954
Waverly Road, North
Chesterton, Indiana — Chesterton 9-5172

PRINCIPALS: Rex M. Corfman, partner; L. M. Cullen, partner.

COUNSELLORS NATIONAL, INC.
3325 Wilshire Boulevard
Los Angeles 5, California — **DUnkirk 5-1491**

PRINCIPALS: L. Harold Lindbeck, president; Seldon E. Greer, executive vice-president.

OFFICE: Atlanta, Ga.

PAUL H. DAVIS — **Est. 1950**
2100 North Hillhurst Avenue
Los Angeles 27, California — **NOrmandy 5-7440**

CHARLES R. FELDSTEIN AND CO., INC. — **Est. 1953**
221 North La Salle Street
Chicago 1, Illinois — **DEarborn 2-1995**

PRINCIPAL: Charles R. Feldstein, president.

HEATING AND AIR-CONDITIONING ENGINEERS (45)

THEODORE J. KAUFFELD — **Est. 1944**
150 Broadway
New York 38, New York — **Digby 9-4488**

OFFICES: Morristown, N. J.; four more in New York, N. Y.

See Announcement page 4

H. S. NACHMAN & ASSOCIATES — **Est. 1946**
179 West Washington Street
Chicago 2, Illinois — **DE 2-0282**

PRINCIPALS: H. S. Nachman, partner; K. E. A. Vragel, partner.

HOUSE PUBLICATIONS (46)

ALEX W. EBIN
200 East Superior Street
Chicago 11, Illinois — **WHitehall 4-5299**

EXECUTIVE REVIEW — **Est. 1954**
605 North Michigan Avenue
Chicago 11, Illinois — **MI 2-5993**

PRINCIPAL: Harold Sabes, publisher.

INDUSTRIAL DESIGNERS (47)

HARLEY EARL, INC. — **Est. 1945**
28820 Mound Road
Centerline, Michigan — **Jefferson 9-2280**

PRINCIPALS: Harley J. Earl, president; James G. Balmer, general manager.

GOOD DESIGN ASSOCIATES — **Est. 1953**
230 West Washington Avenue
South Bend 1, Indiana — **Ce 3-4844**

PRINCIPALS: Trace Christenson, Jr., managing partner; Robert L. Gallup, associate partner.

KING-CASEY, INC. — **Est. 1953**
30 Rockefeller Plaza
New York 20, New York — **Circle 7-1283**

PRINCIPALS: Eugene J. Casey, president; Fred T. King, vice-president.

MERENDINO/GREENE AND ASSOCIATES, INC. — **Est. 1943**
476 South Pasadena Avenue
Pasadena, California — **RYan 1-0441**

PRINCIPALS: E. W. Gloer, president; H. R. Greene, vice-president, sales; Salvatore Merendino, vice-president, director of design; G. F. Francis, secretary-treasurer.

INDUSTRIAL ENGINEERS (48)

HUGO L. AGLIETTI — **Est. 1950**
55 Willoughby Street
Brooklyn 1, New York — **MAin 4-6772**

OFFICE: Hyattsville, Md.

AUGUST ALTIERI — **Est. 1939**
80 Park Avenue
New York 16, New York — **Mu 7-6555**

THE BARCUS ORGANIZATION
205 West Wacker Drive
Chicago 6, Illinois — **Financial 6-4248**

PRINCIPAL: Eugene H. Barcus, owner.

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L. H. BAUER AND COMPANY — Est. 1947
7710 Ridgeland
Chicago 49, Illinois — RE 4-3194

PRINCIPALS: Louis H. Bauer, president; Phillip Gore, vice-president.

FRANK H. BAXTER ASSOCIATES — Est. 1938
370 Lexington Avenue
New York 17, New York — Lexington 2-6740

PRINCIPALS: Frank H. Baxter, president; C. A. Greathouse, vice-president.

WILBUR E. BRYANT — Est. 1953
1108 Liberty Life Building
Charlotte 2, North Carolina — FR 74878

PHIL CARROLL — Est. 1940
6 Crestwood Drive
Maplewood, New Jersey — SO 2-5220

THE GEORGE ELLIOTT CO., INC. — Est. 1927
521 Fifth Avenue
New York 17, New York — Murray Hill 7-5768

PRINCIPALS: John D. Dale, president; Virgil H. Rotroff, executive vice-president; John M. Elliott, vice-president; Carroll E. Kimberlin, vice-president; Carlton D. Dougherty, vice-president; Kenneth L. Riley, Jr., vice-president; L. O. Sweval, vice-president.

OFFICES: Stamford, Conn.; Toledo, Ohio.

MITCHELL FEIN — Est. 1940
202 Saddlewood Drive
Hillsdale, New Jersey — WEstwood 5-2055

PRINCIPAL: Mitchell Fein, owner.

OFFICE: New York, N. Y.

LOUIS S. JACOBS & ASSOCIATES — Est. 1946
2605 West Pratt Boulevard
Chicago 45, Illinois — HO 5-4932

PRINCIPAL: Louis S. Jacobs.

MASSIMO & SANDERS, INC. — Est. 1949
500 Fifth Avenue
New York 36, New York — Oxford 5-0445

PRINCIPALS: George E. Sanders, president; Michael J. Massimo, vice-president.

OFFICE: St. Louis, Mo.

A. B. SEGUR & CO. — Est. 1912
1185 South Ridgeland
Oak Park, Illinois — Village 8-7145

PRINCIPAL: A. B. Segur, owner-president.

SOUTHWESTERN CONTROLS, INC. — Est. 1954
4716 Eli Street
Houston 7, Texas — UN 2-8874

PRINCIPALS: George L. Church, president; David M. Kemp, vice-president; William F. Delfaas, treasurer; Andy Burton, secretary.

OFFICES: Fort Worth, Texas; Mexico City, Mexico D. F.

CHARLES M. ZUST COMPANY — Est. 1944
Richmond, Massachusetts — Richmond 52

PRINCIPALS: Charles M. Zust, president; Harry A. Lutz; Chester C. Hoag; Herbert W. Brown, chief engineer.

OFFICE: New York, N. Y.

INPLANT FEEDING (49)

(See also: Food Services)

CLINTON'S RESTAURANTS, INC. — Est. 1931
648 South Broadway
Los Angeles 14, California — Trinity 1673

PRINCIPALS: Donald H. Clinton, president; Edmond J. Clinton, vice-president; Jean Clinton Davis, secretary.

See Announcement page 29

UNITED FOOD MANAGEMENT SERVICES, INC. — Est. 1919
7016 Euclid Avenue
Cleveland 3, Ohio — UTah 1-6622

PRINCIPALS: Tom L. E. Blum, chairman; Charles B. Doron, president; A. B. Dreissiger, vice-president and manager of operations; B. H. Niehaus, treasurer-controller; M. E. Blum, secretary and counsel.

OFFICES: Buffalo, N. Y.; Chicago, Ill.; Cincinnati, Ohio; Gadsden, Ala.; Gary, Ind.; Indianapolis, Ind.; Newark, N. J.; New York, N. Y.; Norfolk, Va.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; Washington, D. C.; Youngstown, Ohio.

See Announcement page 28

INSURANCE CONSULTANTS (50)

BELT AND RICKER, INC. — Est. 1947
330 South Wells Street
Chicago 6, Illinois — WAbash 2-4950

PRINCIPALS: George N. Ricker, president; Henry W. Thiede, vice-president; John J. Zboja, secretary.

BETTERLEY ASSOCIATES — Est. 1932
332 Main Street
Worcester 8, Massachusetts — PLeasant 7-3841

PRINCIPALS: P. D. Betterley, partner; D. A. Betterley, partner; G. M. Betterley, partner.

BOIT, DALTON & CHURCH — Est. 1865
89 Broad Street
Boston 10, Massachusetts — Hubbard 2-3100

PRINCIPALS: Frederic C. Church, partner; Chas. Colby Hewitt, partner; Collins Graham, partner; Stanley H. King, partner; Frank W. Humphrey, partner; Myron E. Watson, partner; Robert W. Harding, partner.

CARL F. BRUECKNER INSURANCE AGENCY — Est. 1923
8581 South Chicago Avenue
Chicago 17, Illinois — ES 5-5700

PRINCIPAL: Carl F. Brueckner, owner.

CORPORATE ADVISORS, INC. — Est. 1950
15 William Street
New York 5, New York — WHitehall 3-0697

PRINCIPAL: Ernest L. Clark, president.

OFFICE: Summit, N. J.

SAM FLEAGER & CO. — Est. 1919
175 West Jackson Boulevard
Chicago 4, Illinois — WAbash 2-1028

PRINCIPALS: Sam B. Fleager, president; Samuel J. Fleager, secretary-treasurer.

GEORGE P. HUNT — Est. 1940
134 North La Salle Street
Chicago 2, Illinois — ANdover 3-4983

JOHN LINER & CO., INC. — Est. 1937
6 St. James Avenue
Boston 16, Massachusetts — HUbbard 2-5025

PRINCIPALS: John Liner, president; Sidney M. Liner, vice-president; Catherine A. Flynn, vice-president; Frank J. Meehan, vice-president; John Liner, treasurer.

OFFICE: Ft. Lauderdale, Fla.

EDWARD P. McHUGH AND ASSOCIATES, INC. — Est. 1932
1515 Terminal Tower
Cleveland 13, Ohio — TOwer 1-1266

PRINCIPALS: Mrs. Edward P. McHugh, Sr., president; Bernard J. Petty, vice-president; Richard Swearengin, vice-president; Miss Betty McHugh, treasurer; Miss Rosemary McHugh, secretary.

OFFICE: Columbus, Ohio.

MURRAY, VANDER POEL & BAKER, INC. — Est. 1882
55 John Street
New York 38, New York — Cortlandt 7-2100

PRINCIPALS: Roger M. Baker, president and treasurer; Mortimer S. Weis, chairman of the board.

OFFICES: Providence, R. I.; White Plains, N. Y.

ROBERT SPENCER PRESTON — Est. 1928
49 Westminister Street
Providence, Rhode Island — Gaspee 1-7286

INSURANCE CONSULTANTS—GROUP (51)

EMPLOYEE PLAN ADMINISTRATORS — Est. 1947
331 Madison Avenue
New York 17, New York — MUrray Hill 2-0590

PRINCIPAL: Robert H. Feldman, owner.

HERBERT L. JAMISON & CO. — Est. 1898
270 Madison Avenue
New York 16, New York — MUrray Hill 9-1104

PRINCIPALS: Herbert L. Jamison, senior partner; Herbert L. Jamison, Jr., junior partner.

JOHNSTON & COMPANY, INC. — Est. 1952
135 South La Salle Street
Chicago 3, Illinois — CEntral 6-1377

PRINCIPALS: S. P. Johnston, Jr., president; Dana F. Wilson, vice-president; H. A. Peterson, vice-president; C. N. Roe, secretary-treasurer; J. B. Brow, assistant secretary-treasurer.

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MASS INSURANCE COVERAGE ADMINISTRATORS, INC. Est. 1952
209 South La Salle Street
Chicago 4, Illinois Financial 6-1451

PRINCIPALS: Edward E. Mack, Jr., president; Charles S. Mack, vice-president and secretary; Robert E. Leverenz, treasurer; Wilma Panka, general manager and assistant secretary; Gordon L. Sibley, Jr., assistant general manager.

PENSION PLANNERS OF BALTIMORE, INC. Est. 1955
100 St. Paul Street
Baltimore 2, Maryland Mulberry 5-6688

PRINCIPAL: Sigmund M. Hyman, president.

INSURANCE CONSULTANTS—FIRE AND CASUALTY (52)

BLADES & MACAULAY Est. 1926
744 Broad Street
Newark 2, New Jersey Market 3-7801

PRINCIPALS: John R. Blades, partner; Arthur Macaulay, Jr., partner.

INSURANCE AUDIT & INSPECTION COMPANY
814 Hume Mansur Building
Indianapolis 4, Indiana

PRINCIPALS: Roy E. Houtz, president; M. M. Coate, secretary.

SMITH INSURANCE SERVICES Est. 1915
25 Huntington Avenue
Boston 16, Massachusetts COpley 7-1104

PRINCIPALS: Robert W. Page; A. H. Brauneis.

INSURANCE CONSULTANTS—ACCIDENT AND HOSPITALIZATION (53)

PENSION PLANNERS OF BALTIMORE, INC. Est. 1955
100 St. Paul Street
Baltimore 2, Maryland Mulberry 5-6688

PRINCIPAL: Sigmund M. Hyman, president.

INTERNATIONAL BUSINESS CONSULTANTS (54)

ASSOCIATES FOR INTERNATIONAL RESEARCH, INC. Est. 1954
8 Eliot Street
Cambridge 38, Massachusetts ELiot 4-2133

PRINCIPALS: James E. Boyce, president; Arthur H. Nelson, secretary-treasurer; Irwin T. Sanders, research director.

BUNTING, CALKINS & LEACH Est. 1933
1401 K Street, N. W.
Washington 5, D. C. Metropolitan 8-0794

PRINCIPALS: Earl Bunting, managing partner; F. S. Calkins, partner; J. A. Leach, Jr., partner.

OFFICE: Richmond, Va.

GEORGE FRY & ASSOCIATES Est. 1942
135 South La Salle Street
Chicago 3, Illinois CEntral 6-5040

PRINCIPALS: George A. Fry, chairman; Thomas A. Harwood, vice-chairman; William J. Biehl, president; Robert F. Dick, executive vice-president; Clarence E. Eldridge, vice-president; George N. Saum, vice-president; William T. Hocking, vice-president; Ogden C. White, vice-president; John S. Conger, vice-president.

OFFICES: Los Angeles, Calif.; New York, N. Y.; Berlin-Schoneberg, Germany; Frankfurt, Germany.

MEAD CARNEY INTERNATIONAL CORPORATION Est. 1926
630 Fifth Avenue
New York 20, New York Judson 6-1627

PRINCIPALS: Frank R. Mean, chairman; Colwell J. Carney, president and treasurer; Robert Bender, vice-president; Norman G. Asbury, vice-president; Norman E. Scott, vice-president; J. P. Willemetz, secretary.

OFFICES: Frankfurt, Germany; London, England; Milan, Italy; Paris, France; Vienna, Austria.

BRUCE PAYNE & ASSOCIATES, INCORPORATED Est. 1946
1 Avery Place
Westport, Connecticut Capital 7-9505

PRINCIPALS: Bruce Payne, president; Damon Van Utt, vice-president, operations; William R. Swett, vice-president, administration, and treasurer.

OFFICES: Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; Dallas, Texas; New York, N. Y.; Montreal, Que., Canada; Buenos Aires, Argentina; Mexico City, Mexico; Rio de Janeiro, Brazil; Sao Paulo, Brazil.

SPENCER STUART & ASSOCIATES, INC. Est. 1956
38 South Dearborn Street
Chicago 3, Illinois DEarborn 2-1530

INVESTIGATION SERVICES (55)

CREST DETECTIVE AGENCY Est. 1950
11638 Barrington Court
Los Angeles 49, California GRanite 2-1618

PRINCIPAL: A. D. Johnstone, principal.

HARTSON BUREAU OF INVESTIGATION Est. 1950
901½ Elm Street
Dallas 2, Texas RIverside 7-0920

PRINCIPALS: Hugh M. Hartson, manager; Marie F. Hartson, office manager.

ROY J. JOHNSON, INVESTIGATIONS Est. 1949
719 K Street
Sacramento 14, California Gilbert 3-7419

PRINCIPAL: Roy J. Johnson, owner.

KROUT AND SCHNEIDER Est. 1927
350 Sansome Street
San Francisco 4, California YUkon 2-1066

PRINCIPALS: J. Edward Krout; Sam A. Schneider.

OFFICES: Fresno, Calif.; Los Angeles, Calif.; Portland, Ore.; Sacramento, Calif.; San Jose, Calif.; Seattle, Wash.

McCANE SONDOCK DETECTIVE AGENCY Est. 1892
1612 Austin Street
Houston 1, Texas CA 2-0371

PRINCIPAL: M. G. Sondock, general manager.

NATIONAL DETECTIVE AGENCIES, INC. Est. 1950
1009 H Street, N. W.
Washington 1, D. C. District 7-7272

PRINCIPALS: Chauncey T. James, president; Jessica Chloe James, vice-president and treasurer; Arthur Willcher, secretary.

ORIGINAL ADAMS SECRET SERVICE Est. 1932
22 West Monroe Street
Chicago 3, Illinois STate 2-7197

PRINCIPAL: A. S. Adams.

PERKINS DETECTIVE SERVICE **Est. 1883**
317 Park Building
Pittsburgh 22, Pennsylvania **Court 1-0200**

PRINCIPALS: Harry H. Perkins, general manager; C. D. Johnston, manager.

INVESTMENT COUNSELORS (56)

DAVID L. BABSON AND COMPANY, INC. **Est. 1940**
89 Broad Street
Boston 10, Massachusetts **Liberty 2-4065**

PRINCIPALS: David L. Babson, president and treasurer; David R. Porter, vice-president; Charles G. Ball, vice-president; Charles L. Bailey, vice-president; Allen M. Lomax, vice-president; Thomas E. Babson, clerk.

HENRY H. CLIFFORD **Est. 1915**
639 South Spring Street
Los Angeles 14, California **TRinity 2228**

PRINCIPALS: Henry H. Clifford, sole proprietor; John G. Frisz, Jr., associate.

EATON & HOWARD, INCORPORATED **Est. 1924**
24 Federal Street
Boston 10, Massachusetts **Hubbard 2-8260**

PRINCIPALS: Charles F. Eaton, Jr., president; John L. Blake, vice-president; S. Whitney Bradley, vice-president; Robert P. Bullard, vice-president; William DeFord, vice-president; Kenneth C. Leonard, vice-president; John MacDuffie, II, vice-president; Stuart Osgood, vice-president; Francis E. Park, Jr., vice-president; Henry DeC. Ward, vice-president; Arnold S. Potter, treasurer; Houghton Carr, secretary.

OFFICE: San Francisco, Calif.

HARRY W. TODESCHINI **Est. 1951**
806 Fisher Building
Detroit 2, Michigan **Trinity 34444**

LABOR RELATIONS CONSULTANTS (57)

ACME CONSULTING SERVICE **Est. 1956**
5734 Forest Avenue
Kansas City 10, Missouri **Hiland 4-8934**

PRINCIPAL: Andrew J. Dalton, Jr., owner.

LYNN W. BEMAN **Est. 1919**
176 West Adams Street
Chicago 3, Illinois **STate 2-4288**

See Announcement page 31

COLE & ASSOCIATES **Est. 1956**
No. 10 Post Office Square
Boston, Massachusetts **Liberty 2-5507**

PRINCIPAL: Ben S. Cole, principal partner.

JOSEPH E. CONWAY **Est. 1947**
120 Carnegie Place
Pittsburgh 8, Pennsylvania **PEnhurst 1-5152**

GEORGE R. DONAHUE **Est. 1952**
51 East 42nd Street
New York 17, New York **MU 2-5640**

EMPLOYERS LABOR RELATIONS COUNCIL **Est. 1956**
608 South Hill Street
Los Angeles 14, California **MIchigan 7761**

PRINCIPAL: Milton E. Jeanney, president.

JULIUS KIRLE **Est. 1946**
1 State Street
Boston 9, Massachusetts **Capitol 7-3425**

HAROLD KOENIGSBERG & ASSOCIATES **Est. 1953**
2280 Penobscot Building
Detroit 26, Michigan **Woodward 1-6505**

PRINCIPAL: Harold Koenigsberg, director.

LABOR RELATIONS INSTITUTE **Est. 1940**
Post Office Box 306
Millington, New Jersey **Millington 7-0990**

PRINCIPAL: Ola C. Cool, director.

ANTHONY MELEY **Est. 1948**
785 Market Street, Suite 803
San Francisco 3, California **SUtter 1-3779**

THE J. D. MOORE ORGANIZATION **Est. 1949**
Post Office Box 426
Park Ridge, Illinois **TAlcott 3-0882**

PRINCIPALS: James D. Moore, director; William J. Moore, legal counsel; Dr. George R. Terry, consultant.

HARRY H. RAINS **Est. 1936**
Denton Building
Mineola, New York **Ploneer 2-1470**

PRINCIPALS: Harry H. Rains, principal; Richard M. Gaba, associate; Harry Schwindt, associate.

SCHNEIDER, BRONSTEIN & SHAPIRO **Est. 1941**
85 Devonshire Street
Boston, Massachusetts **La Fayette 3-3080**

PRINCIPALS: Edward Schneider, partner; Aaron J. Bronstein, partner; Irvin D. Shapiro, partner.

R. C. SIMPSON & STAFF, INC. **Est. 1906**
671 Broad Street
Newark 2, New Jersey **Market 3-2315**

PRINCIPALS: R. C. Simpson, chairman of the board; Robert G. Simpson, president; V. B. Van Alstyne, vice-president.

See Announcement page 31

SOUTHEASTERN EMPLOYERS SERVICE CORPORATION **Est. 1941**
2044 Lee Highway
Bristol, Virginia **North 4-230**

PRINCIPALS: Joseph W. Lawson, president; G. V. Gardner, vice-president; Marguerite Lawson, secretary and treasurer.

OFFICES: Princeton, W. Va.; Roanoke, Va.

S. HERBERT UNTERBERGER AND COMPANY **Est. 1947**
215 South Broad Street
Philadelphia 7, Pennsylvania **PEnnypacker 5-7571**

PRINCIPAL: S. Herbert Unterberger, owner.

OFFICE: Washington, D. C.

GORDON A. WOODS **Est. 1950**
1736 Franklin Street
Oakland 12, California **GLencourt 2-3773**

LETTER-WRITING CONSULTANTS (58)

ROBERT GUNNING ASSOCIATES **Est. 1944**
Blacklick (Columbus), Ohio **Union 6-6410**

PRINCIPAL: Robert Gunning, director.

LEAHY AND COMPANY **Est. 1948**
350 Fifth Avenue
New York 1, New York **Lackawanna 4-0323**

PRINCIPALS: Emmett J. Leahy, president; Matson Holbrook, vice-president; Edward T. Freel, vice-president; Mona Sheppard, vice-president; J. Stewart Elwell, assistant vice-president; J. H. Denny, controller.

OFFICES: Post Office Box 1153, Houston, Texas; Miami, Fla.

THE RYLANDER COMPANY **Est. 1928**
216 West Jackson Boulevard
Chicago 6, Illinois **RAndolph 6-4760**

PRINCIPALS: Roy G. Rylander, president; Robert W. Rylander, vice-president and treasurer; George E. Schmitt, vice-president; Jack W. Thompson, director of creative services.

SUPERIOR INSURANCE LETTERS **Est. 1956**
215 East Front Street
Bloomington, Illinois **7-2105**

PRINCIPALS: Elwell Crissey, senior partner; G. Herbert True, director of research; L. E. "Cy" Frailey, associate instructor; J. C. Halterman, associate instructor.

OFFICE: Headquarters at Bloomington, Illinois, but operating nationally.

MAIL-ORDER CONSULTANTS (59)

LESTER LANGER ADVERTISING, INC. **Est. 1954**
759 North Milwaukee Street
Milwaukee 2, Wisconsin **BRoadway 2-2232**

PRINCIPAL: Lester Langer, president.

MANAGEMENT CONSULTANTS (60)

A B C CONTROL SYSTEM **Est. 1947**
1834 Broadway
New York 23, New York **JUdson 6-4075**

PRINCIPALS: Irving Shumbord, director; Arthur D. Rouder, president; Muriel A. Messina, secretary; Esther Rouder, treasurer.

ALDERSON AND SESSIONS **Est. 1945**
3 Penn Center Plaza
Philadelphia 2, Pennsylvania **Locust 8-1850**

PRINCIPALS: Wroe Alderson, partner; Robert E. Sessions, partner; F. L. Fletcher, partner; Wendell R. Smith, partner.

JOSEPH A. ALEXANDER & STAFF — Est. 1948
55 Parkman Street
Brookline 46, Massachusetts — AS 7-3522

PRINCIPAL: Joseph A. Alexander, director.

AMERICAN MANAGEMENT CONSULTANTS
75 East Wacker Drive
Chicago 1, Illinois — FRanklin 2-0089

PRINCIPALS: G. T. Murphy, president; G. Howland, secretary.

FREDERICK E. ANDERSON, INC. — Est. 1925
375 Riverside Drive
New York 25, New York — RIverside 9-1286

PRINCIPALS: Frederick E. Anderson, chairman; J. Howard Gillen, president.

OFFICE: East Chatham, N. Y.

ASSOCIATED BUSINESS CONSULTANTS — Est. 1946
612 North Michigan Avenue
Chicago 11, Illinois — WHitehall 3-1355

PRINCIPALS: Kenneth J. Eaton, president; Jerome J. Kiessling, vice-president.

OFFICES: New York, N. Y.; Toronto, Ont., Canada.

ASSOCIATED INDUSTRIAL ENGINEERS — Est. 1955
2368 Edgewood Drive
Baton Rouge, Louisiana — WA 1-1683

PRINCIPALS: Dewey J. Fournet, Jr., managing partner; George L. Anton, partner and senior associate; J. Kenneth Legleu, partner and senior associate.

CARL C. AUSTIN — Est. 1949
605 Broad Street
Newark 2, New Jersey — Mitchell 2-2178

BARRINGTON ASSOCIATES, INC.
230 Park Avenue
New York 17, New York — MUrray Hill 4-0141

THEODORE BARRY AND ASSOCIATES — Est. 1952
3055 Wilshire Boulevard
Los Angeles 5, California — DU 34963

PRINCIPALS: Theodore Barry, owner; Dr. John Scheils, consultant; G. D. Smith, consultant.

RICHARD BECKHARD ASSOCIATES — Est. 1950
124 East 40th Street
New York, New York — OX 7-4334

PRINCIPAL: Richard Beckhard.

BIGELOW, KENT, WILLARD & COMPANY
75 Federal Street
Boston, Massachusetts

SERGE A. BIRN COMPANY, INC. — Est. 1943
614-16 South Fifth Street
Louisville 2, Kentucky — JUniper 7-0531

PRINCIPALS: Serge A. Birn, president; D. G. Stohlman, executive vice-president; R. M. Crossan, vice-president.

OFFICE: New York, N. Y.

WILLIAM H. BLACKER — Est. 1945
310 Harvard Street
Brookline 46, Massachusetts — LOngwood 6-9743

PRINCIPALS: William H. Blacker, management consultant; Edmund A. Jewell, realty consultant.

BLODGETT & COLLEY, INC. — Est. 1955
16 Court Street
Boston 8, Massachusetts — CApitol 7-0848

PRINCIPALS: Donald G. Colley, president; John H. Blodgett, Jr., vice-president and treasurer.

E. G. BOHON & COMPANY — Est. 1936
105 South La Salle Street
Chicago 3, Illinois — STate 2-2288

PRINCIPAL: E. G. Bohon, owner.

BONIN AND COMPANY — Est. 1953
Post Office Box 428
Sparta, New Jersey — Lake Mohawk 4244

PRINCIPAL: Pierre E. Bonin, owner.

BOOZ, ALLEN & HAMILTON — Est. 1914
135 South La Salle Street
Chicago 3, Illinois — FInancial 6-1900

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

CHARLES C. BOWEN & COMPANY — Est. 1938
1023 Russ Building
San Francisco 4, California — DOuglas 2-5022

PRINCIPALS: Charles C. Bowen, principal; N. C. W. Izett, principal.

BOWLES, ANDREWS & TOWNE, INC. — Est. 1948
1004 North Thompson Street
Richmond 21, Virginia — 6-4961

PRINCIPALS: Thomas P. Bowles, Jr., partner; Robert J. Towne, partner; Edward H. Thompson, partner; Gene C. Moore, partner; Hollister V. Schenck, partner; John P. Tillinghast, partner.

OFFICES: Atlanta, Ga.; New York, N. Y.; Portland, Me.

BUNTING, CALKINS & LEACH — Est. 1933
1401 K Street, N. W.
Washington 5, D. C. — Metropolitan 8-0794

PRINCIPALS: Earl Bunting, managing partner; F. S. Calkins, partner; J. A. Leach, Jr., partner.

OFFICE: Richmond, Va.

BURLINGAME, FIELD, PIERCE & BROWNE, INC. — Est. 1914
45 West 45th Street
New York 36, New York — JUdson 2-1948

PRINCIPALS: Frank Slezak, president; Mae McCann, vice-president; Harold S. Pierce, treasurer and secretary.

JAMES H. BURRELL & COMPANY, INC. — Est. 1949
3615 Olive Street
St. Louis 8, Missouri — JE 5-0715

PRINCIPAL: James H. Burrell, president.

BUSINESS IMPROVEMENT SERVICE — Est. 1950
1620 David Stott Building
Detroit 26, Michigan — Wo 27075

PRINCIPAL: Robert J. Cherhan, president.

BUSINESS RESEARCH CORPORATION — Est. 1920
105 South La Salle Street
Chicago 3, Illinois — RAndolph 6-4162

PRINCIPALS: Lee H. Madden, president; J. H. Euston, vice-president; S. F. Townsend, vice-president; P. H. Weber, vice-president; P. T. Weldon, vice-president; H. L. Cummings, treasurer.

CALKIN & BAYLEY, INC. — Est. 1957
50 East 41st Street
New York 17, New York — Lexington 5-1954

PRINCIPALS: John B. Calkin, president; George T. Bayley, vice-president and treasurer; Winfield L. McNeill, vice-president; Dr. John L. Parsons, vice-president; Dr. Robert Frank, vice-president.

CAMPBELL, GOLDSTEIN AND GLADE — Est. 1947
810 Richards Building
New Orleans, Louisiana — TU 1453

PRINCIPALS: Morris Campell, partner; David Goldstein, partner; Leonard Glade, partner; Bernard Levy, partner.

OFFICE: Houma, La.

CARTMELL, SCOTT AND ASSOCIATES, INC. — Est. 1954
159 East 49th Street
New York 17, New York — Murray Hill 8-0431

PRINCIPALS: N. Madison Cartmell, president; James Y. Scott, vice-president and treasurer.

SUMNER D. CHARM & ASSOCIATES — Est. 1950
183 Essex Street
Boston 11, Massachusetts — Ha 6-1886

PRINCIPALS: Dr. S. I. Stone, director of training and educational activities; Sumner D. Charm, executive director.

CHASE, WARD AND GARDNER
Russ Building
San Francisco 4, California

CLEVELAND B. CHASE CO., INC. Est. 1934
369 Lexington Avenue
New York 17, New York Oregon 9-3691

PRINCIPAL: Cleveland B. Chase, president.

WALTER V. CLARKE ASSOCIATES, INC. Est. 1948
324 Waterman Avenue
East Providence 14, Rhode Island GEneva 4-9300

PRINCIPALS: Walter V. Clarke, president; Kenneth B. Cook, general manager.

OFFICES: Chicago, Ill.; Fort Lauderdale, Fla.; Holden, Mass.; Kingston, R. I.; Levittown, Pa.; Little Rock, S. C.; Rye, N. Y.; Toledo, Ohio; Toronto, Ontario, Canada.

CLEMMONS MANAGEMENT Est. 1951
4108 Dennis Street
Houston 4, Texas CApital 3-4527

PRINCIPAL: Gordon L. Clemmons, owner.

OFFICES: Beaumont, Texas; San Antonio, Texas.

C. H. CLEWORTH & ASSOCIATES, INC.
350 Fifth Avenue
New York, New York WIsconsin 7-3400

THE CLIFTON CORPORATION Est. 1947
1621 Connecticut Avenue
Washington 9, D. C.

PRINCIPALS: Benjamin B. Treadwell, Jr., chairman of the board; C. Thomas Clifton, president; Leon J. Loezere, vice-president; Eugene F. C. Collier, secretary and treasurer.

COLENATY, SWAFFIELD & CHERESH Est. 1957
3440 Wilshire Boulevard
Los Angeles, California Dunkirk 5-7337

PRINCIPALS: Charles Colenaty, president; Robert Swaffield, vice-president; Milton Cheresh, vice-president; Morris Mautner, vice-president; Robert Dockson, vice-president.

COMMONWEALTH SERVICES, INC. Est. 1929
300 Park Avenue
New York 22, New York Murray Hill 8-1800

PRINCIPALS: Granville H. Bourne, chairman of the board; William B. Tippy, president; William G. Bourne, Jr., vice-president-treasurer; Donald B. Vail, vice-president; H. H. Fitzgerald, vice-president; Leonard Milano, vice-president; C. J. Wieboldt, secretary.

OFFICES: Houston, Texas; Jackson, Mich.; Washington, D. C.; Kingston, Ont., Canada.

CONSULTANTS, INC.
Post Office Box 179
Hightstown, New Jersey

CORDES AND COMPANY, INC. Est. 1955
99 Park Avenue
New York 16, New York MUrray Hill 7-6630

PRINCIPAL: Leonard E. Cordes, president and treasurer.

OFFICE: Noroton, Conn.

CRAIG, PRITCHARD AND ASSOCIATES Est. 1950
1015 Bishop Street
Honolulu 13, Hawaii 503857

PRINCIPALS: Robert S. Craig, partner; Leo C. Pritchard, partner; Robert B. Robinson, associate; Alfred K. Suga, associate; Richard J. Lawrence, associate; Wilbur R. Hubbard, associate; Alex J. Walsh, associate.

OFFICE: Palo Alto, Calif.

CRESAP, McCORMICK AND PAGET Est. 1946
342 Madison Avenue
New York 17, New York Murray Hill 7-5450

PRINCIPALS: Robert G. Baumann, partner; Harry G. Beggs, partner; Erwin J. Bofferding, partner; William S. Callander, partner; Norman P. Clement, partner; Leland E. Dake, partner; Matthew L. Devine, partner; Harlow J. Heneman, partner; Henry P. Keyserling, partner; Richard Kimball, partner; John F. McCabe, partner; Willard F. McCormick, partner; Joseph P. Merriam, partner; DeFord C. Mills, partner; Lee Odell, partner; Richard M. Paget, partner; John R. Sargent, partner; Charles J. Wilson, partner.

OFFICES: Chicago, Ill.; San Francisco, Calif.; Washington, D. C.

E. A. CYROL & COMPANY Est. 1950
120 South La Salle Street
Chicago 3, Illinois FInancial 6-2381

PRINCIPAL: E. A. Cyrol, president.

H. G. DAVIS CO.
666 Lake Shore Drive
Chicago 11, Illinois Superior 7-8026

PRINCIPAL: Harold G. Davis, owner.

JOEL DEAN ASSOCIATES, INC. Est. 1940
14 Hopke Avenue
Hastings-on-Hudson, New York Ha 5-8282

PRINCIPALS: Joel Dean, president; James Lorie, manager, Chicago office.

OFFICE: Chicago, Ill.

DENISON RESEARCH FOUNDATION Est. 1956
Powell, Ohio TUxedo 5-1006

PRINCIPALS: W. C. Denison, chairman of the board; Jack P. Pedersen, director; Robert R. Hyatt, associate director.

DON DIETRICH & ASSOCIATES Est. 1954
Post House
Richton Park, Illinois SKyline 4-6760

PRINCIPAL: Dr. Donald H. Dietrich, president.

JACK T. DOBSON & ASSOCIATES Est. 1952
1913 Atapha Nene
Tallahassee, Florida 3-3205

PRINCIPAL: Jack T. Dobson, principal.

DRAKE, STARTZMAN, SHEAHAN AND BARCLAY
41 East 42nd Street
New York 17, New York OXford 7-0294

PAUL EDWARDS & ASSOCIATES Est. 1945
2006 First National Bank Building
Pittsburgh 22, Pennsylvania Atlantic 1-4709

PRINCIPALS: Paul M. Edwards, partner; Carl E. Davis, partner; John W. Vanderslice, partner.

V. W. EIMICKE ASSOCIATES Est. 1946
63 North Rockledge Road
Bronxville, New York Spencer 9-4925

PRINCIPALS: Victor W. Eimicke, executive director; Maxine Eimicke, assistant executive director.

OFFICE: London, England.

TRAVIS ELLIOTT Est. 1952
1407 State Line
Texarkana, Texas Texarkana 322709

PRINCIPALS: Col. Henry S. Dorsey, associate; Lawrence Arrington, associate.

WALTER E. ELLIOTT ASSOCIATES Est. 1946
318 Keith Building
Cincinnati 2, Ohio Ma 1-8891

PRINCIPAL: Walter E. Elliott.

ROBERT W. ELSASSER Est. 1947
1713 Pere Marquette Building
New Orleans 12, Louisiana Tulane 8305

CHARLES M. EVANS & ASSOCIATES Est. 1954
73 Tremont Street
Boston 8, Massachusetts Lafayette 3-1306

PRINCIPALS: Charles M. Evans, principal associate; Charles J. Fox, associate; Robert L. Vaughn, associate; W. Seymour Archibald, Jr., associate.

MELVIN J. EVANS CO. Est. 1945
1038 Sterling Drive
Flossmoor, Illinois Sycamore 8-2770

PRINCIPALS: Melvin J. Evans, president; Melvin J. Evans, Jr., vice-president.

THE EXECUTIVES INSTITUTE Est. 1930
148 East 48th Street
New York 17, New York PLaza 1-5174

PRINCIPAL: John D. Corrigan, president.

FESSENDEN BLANCHARD & MORRELL Est. 1949
420 Lexington Avenue
New York 17, New York Lexington 2-3391

PRINCIPALS: F. S. Blanchard, partner; Eric Morrell, partner.

OFFICE: Douglas G. Woolf, Altadena, Calif.

WYMAN P. FISKE ASSOCIATES Est. 1946
1 East Putnam Avenue
Greenwich, Connecticut Townsend 9-8750

PRINCIPAL: Wyman P. Fiske.

EUGENE F. FORAN Est. 1946
555 Citizens Building
Decatur, Illinois 3-7753

FORD, BACON & DAVIS, INC.
39 Broadway
New York 6, New York — **DIgby 4-3200**

MORIS B. FRIESH — **Est. 1952**
1709 West 8th Street
Los Angeles 17, California — **DUnkirk 3-2435**

PRINCIPALS: Moris B. Friesh, director; Mrs. Verna Friesh, research director; Mrs. Collis E. Cannon, general operations manager.

GEORGE FRY & ASSOCIATES — **Est. 1942**
135 South La Salle Street
Chicago 3, Illinois — **CEntral 6-5040**

PRINCIPALS: George A. Fry, chairman; Thomas A. Harwood, vice-chairman; William J. Biehl, president; Robert F. Dick, executive vice-president; Clarence E. Eldridge, vice-president; George N. Saum, vice-president; William T. Hocking, vice-president; Ogden C. White, vice-president; John S. Conger, vice-president.

OFFICES: Los Angeles, Calif.; New York, N. Y.; Berlin-Schoneberg, Germany; Frankfurt, Germany.

DR. JOHN GAILLARD — **Est. 1954**
Box 273, Route 1
Briarcliff Manor, New York — **ROgers 9-4417**

JAMES WILLIAM GAYNOR — **Est. 1954**
509 17th Street
Denver 20, Colorado — **Cherry 4-5967**

WALLY E. GEORGE — **Est. 1952**
425 Cherry, Southeast
Grand Rapids, Michigan — **GL 9-2271**

E. M. GHERMAN & COMPANY — **Est. 1940**
2220 Prudential Plaza
Chicago 1, Illinois — **ANdover 3-1595**

PRINCIPAL: Dr. E. M. Gherman, president.

GLOBAL MANAGEMENT CORPORATION — **Est. 1955**
9211 Marchand Avenue
Garden Grove, California — **LEhigh 9-0017**

PRINCIPALS: Howard I. Furst, president and treasurer; Virginia M. Furst, vice-president and secretary; Franz Imker, director.

HALL & LANGE — **Est. 1951**
103 Park Avenue
New York 17, New York — **Mu 3-7931**

PRINCIPALS: William H. Lange, partner; Hiram S. Hall, partner.

HALL AND LILES — **Est. 1943**
1643 National Bank Building
Detroit 26, Michigan — **Woodward 10730**

PRINCIPAL: M. R. Liles, partner.

FRED P. HAMILTON, JR., & ASSOCIATES
6399 Wilshire Boulevard
Los Angeles 48, California

ROBERT HELLER & ASSOCIATES, INC.
1568 Union Commerce Building
Cleveland 14, Ohio

HELMICK AND ASSOCIATES, INC. — **Est. 1944**
9619 Lake Shore Boulevard
Cleveland 8, Ohio — **LIberty 1-8059**

PRINCIPAL: Lewis Helmick, president.

J. G. HERBST & ASSOCIATES — **Est. 1954**
4053 Lindell Boulevard
St. Louis 8, Missouri — **OLive 2-1070**

PRINCIPALS: J. G. Herbst; L. C. Schnuck.

INDUSTRIAL PRODUCTION ASSOCIATES CORPORATION — **Est. 1954**
280 Madison Avenue
New York 16, New York — **Murray Hill 5-1989**

PRINCIPAL: George H. Kauffeld, Jr., president.

INDUSTRIAL RELATIONS COUNSELORS SERVICE, INC. — **Est. 1953**
Rockefeller Center
New York 20, New York — **CIrcle 7-3242**

PRINCIPALS: Carroll E. French, president; Howard S. Kaltenborn, vice-president.

OFFICE: Toronto, Ont., Canada.

INTERNATIONAL FOREST PRODUCTS CORPORATION — **Est. 1957**
Hartford Building
Portsmouth, New Hampshire — **Geneva 6-8223**

PRINCIPALS: Douglas M. Cowie, president; Frank W. Harney, vice-president.

LOCKREM EVANS & ASSOCIATES INC.
• MANAGEMENT CONSULTANTS

308 Fifth Street — Racine, Wisconsin
302 Security Bank Building — Sheboygan, Wisconsin

MANAGEMENT ASSISTANCE IN:

Production Management	*Job Rating*	*Motion Study*
Sales Management	*Salary Rating*	*Standard Data*
Market Surveys	*Merit Rating*	*Wage Incentives*
Wage Surveys	*Time Study*	*Industrial Relations*

Personnel Department Audits - Labor Negotiations

J. L. JACOBS & COMPANY — **Est. 1915**
53 West Jackson Boulevard
Chicago 4, Illinois — **HArrison 7-8162**

PRINCIPALS: J. L. Jacobs, managing partner; Thomas L. Jacobs, partner; Martin D. Miller, partner; Carl F. Lutz, partner.

J. M. JURAN — **Est. 1945**
195 Beech Street
Tuckahoe, New York — **WO 1-3094**

E. NORMAN KAGAN COMPANY — **Est. 1941**
Empire State Building
New York 1, New York — **Longacre 5-3711**

PRINCIPALS: E. Norman Kagan, president; H. Sherman Davis, chief engineer; Richard M. Brown, assistant chief engineer; Irma Snyder, secretary.

KAVANAGH PERSONNEL — **Est. 1950**
222 Cleveland Northwest
Canton, Ohio — **GL 5-0337**

PRINCIPAL: Mrs. Margaret Kavanagh.

ROBERT KAYE AND ASSOCIATES — **Est. 1954**
400 Montgomery Street
San Francisco 4, California — **Exbrook 2-9150**

PRINCIPAL: Robert Kaye, president.

A. T. KEARNEY & COMPANY — **Est. 1926**
135 South La Salle Street
Chicago 3, Illinois — **STate 2-2868**

PRINCIPALS: A. T. Kearney, partner; G. A. Wright, partner; J. H. Armstrong, partner; J. C. Harkness, partner; A. C. Ellis, partner; J. M. Phelan, partner; S. L. Winslow, partner; H. A. Wright, partner; W. N. Mitchell, partner; R. J. Hamman, partner; F. L. H. Wendell, partner; F. S. Macomber, partner.

KEELER & ASSOCIATES — **Est. 1930**
139 South Beverly Drive
Beverly Hills, California — **CRestview 6-9586**

PRINCIPAL: Vernon D. Keeler.

PAUL E. KING & ASSOCIATES
7811 Carondelet Avenue
Clayton 5, Missouri — **Parkview 1-0009**

PRINCIPALS: Paul E. King, partner; Fred H. Ruff, partner.

EDGAR KOBAK — **Est. 1949**
341 Park Avenue
New York 22, New York — **MUrray Hill 8-2727**

RALPH P. KREUTER, ASSOCIATES — **Est. 1951**
Post Office Box 472
Sheboygan, Wisconsin — **GL 2-5823**

PRINCIPAL: Ralph P. Kreuter, president.

LOUIS J. KROEGER AND ASSOCIATES — **Est. 1945**
64 Pine Street
San Francisco 11, California — **GArfield 1-3412**

PRINCIPALS: Louis J. Kroeger, proprietor; Elwood Ennis, principal associate; Robert L. Gold, principal associate; Gustav C. Hertz, principal associate.

OFFICES: Los Angeles, Calif.; Washington, D. C.

FRANK LANG AND ASSOCIATES, INC. **Est. 1954**
521 Fifth Avenue
New York 17, New York **OX 7-4044**

PRINCIPALS: Frank Lang, president; Alfred J. Bohlinger, vice-president; J. J. Greilsheimer, vice-president; H. G. White, senior consultant.

OFFICE: Chicago, Ill.

J. K. LASSER & COMPANY **Est. 1924**
1440 Broadway
New York 18, New York **Longacre 3-1315**

PRINCIPALS: David Boyd Chase, partner; Lawrence W. Bell, partner; Jacquin D. Bierman, partner; Morris Goldman, partner; Howard F. Elin, partner; Myron Semmel, partner; A. F. Adams, partner; William T. Gayle, partner; James B. Kobak, partner; Maurice H. Greenberger, partner; Joseph M. O'Brien, partner; Vincent D. Gormley, partner.

LAWRENCE-LEITER & CO. **Est. 1950**
210 Westover Building
Kansas City 9, Missouri **LOgan 1-5111**

PRINCIPALS: Thomas H. Lawrence, Jr., partner; John A. P. Leiter, partner; Charles Saunders-White, partner; J. Joseph Biery, partner.

OFFICE: St. Louis, Mo.

LEAHY AND COMPANY **Est. 1948**
350 Fifth Avenue
New York 1, New York **Lackawanna 4-0323**

PRINCIPALS: Emmett J. Leahy, president; Matson Holbrook, vice-president; Edward T. Freel, vice-president; Mona Sheppard, vice-president; J. Stewart Elwell, assistant vice-president; J. H. Denny, controller.

OFFICES: Post Office Box 1153, Houston, Texas; Miami, Fla.

JOHN LeVIN ASSOCIATES **Est. 1953**
112 East Sixth Street
St. Paul 1, Minnesota **CApitol 2-8118**

PRINCIPALS: John LeVin, Sr., partner; John LeVin, Jr., partner.

LOCKREM EVANS & ASSOCIATES, INC. **Est. 1951**
308 Fifth Street
Racine, Wisconsin **ME 2-6321**

PRINCIPALS: Carl E. Lockrem, president; R. A. Minerath, vice-president; L. W. Brann, Jr., secretary; K. C. Hamelink, treasurer.

OFFICE: Sheboygan, Wis.

See Announcement page 35

ERNEST L. LOEN & ASSOCIATES **Est. 1939**
Penthouse, 2330 West 3rd Street
Los Angeles 57, California **DUnkirk 8-2231**

PRINCIPAL: Ernest L. Loen, director.

WILLIAM B. LOGAN & ASSOCIATES **Est. 1951**
400 Montgomery Street
San Francisco, California **Do 2-3870**

PRINCIPALS: William B. Logan, owner; Bert E. Calvin, managing director, small business division; John S. Curran, managing director, advisory board division; Francis A. Lucian, managing director, large business division.

MANAGEMENT DEVELOPMENT SERVICES **Est. 1954**
3304 Glen Rose Drive
Austin 3, Texas **GLendale 3-7098**

PRINCIPALS: Robert F. Peck, executive director; John W. Parsons, senior partner.

MANAGEMENT SERVICES **Est. 1950**
1122 North Foote
Colorado Springs, Colorado **MElrose 4-5204**

PRINCIPAL: W. Don Weidner, president.

JOHN L. MARLEY & COMPANY **Est. 1951**
134 North La Salle Street
Chicago 2, Illinois **STate 2-3226**

PRINCIPAL: John L. Marley, president.

J. W. MARTIN & COMPANY, INC. **Est. 1947**
70 East 45th Street
New York 17, New York **Murray Hill 4-0120**

PRINCIPALS: John W. Martin, president; Theodore Frost, vice-president; Walter J. Starr, associate; Jerome M. Judd, associate.

See Announcement page 63

JOHN J. MAYER **Est. 1946**
39 West 55th Street
New York 19, New York **Circle 5-4024**

H. B. MAYNARD AND COMPANY, INCORPORATED **Est. 1957**
718 Wallace Avenue
Pittsburgh 21, Pennsylvania **FRemont 1-9600**

PRINCIPALS: H. B. Maynard, president; G. J. Stegemerten, vice-president; C. V. Clarke, division manager; R. W. Hill, division manager; G. I. Parsons, division manager.

OFFICES: Fort Lauderdale, Fla.; New York, N. Y.; San Francisco, Calif.; Skokie, Ill.; London, England; Madrid, Spain; Goteborg, Sweden; Buenos Aires, Argentina.

McCLURE, HADDEN & ORTMAN, INC. **Est. 1928**
168 North Michigan Avenue
Chicago 1, Illinois **FInancial 6-4451**

PRINCIPALS: Jas. P. Ward, Jr., president; F. G. Chandler, vice-president; A. T. Frey, vice-president; R. S. Owen, vice-president; D. McLay, secretary-treasurer.

CHARLES A. McKEAND COMPANY **Est. 1955**
727 West Seventh Street
Los Angeles 17, California **TRinity 5753**

PRINCIPAL: Charles A. McKeand, owner.

McKINSEY & COMPANY, INC. **Est. 1910**
60 East 42nd Street
New York 17, New York **Murray Hill 7-3123**

OFFICES: Chicago, Ill.; Los Angeles, Calif.; San Francisco, Calif.; Washington, D. C.

McMURRY, HAMSTRA & COMPANY **Est. 1943**
332 South Michigan Avenue
Chicago 4, Illinois **HArrison 7-5930**

PRINCIPALS: Robert N. McMurry, president; R. H. Hamstra, vice-president; Mrs. Katherine S. Miller, secretary.

OFFICES: Los Angeles, Calif.; New York, N. Y.; San Antonio, Texas; San Francisco, Calif.

GEORGE J. McNEW **Est. 1957**
3475 West Rosedale
Fort Worth 7, Texas **Pe 2-3341**

PRINCIPALS: George J. McNew, principal; R. Allan Keyer, chief engineer.

EDWARD McSWEENEY ASSOCIATES **Est. 1933**
589 Fifth Avenue
New York 17, New York **PLaza 5-2318**

PRINCIPALS: Edward McSweeney, associate; Mary Hartzell McSweeney, associate; Alfred J. Moran, associate; Henry Salzberg, associate; M. Bruckner, associate.

OFFICE: New Orleans, La.

MEAD CARNEY INTERNATIONAL CORPORATION **Est. 1926**
630 Fifth Avenue
New York 20, New York **Judson 6-1627**

PRINCIPALS: Frank R. Mean, chairman; Colwell J. Carney, president and treasurer; Robert Bender, vice-president; Norman G. Asbury, vice-president; Norman E. Scott, vice-president; J. P. Willemetz, secretary.

OFFICES: Frankfurt, Germany; London, England; Milan, Italy; Paris, France; Vienna, Austria.

G. N. MERRY COMPANY **Est. 1935**
3 Hanover Road
Newtown, Connecticut **GArden 6-9253**

PRINCIPAL: Dr. Glenn N. Merry, owner.

ROBERT L. MITCHELL **Est. 1934**
101 Cedar Street
New York 6, New York **CO 7-1505**

MOEN AND FAILS **Est. 1950**
2404 Hillsboro Street
Raleigh, North Carolina **TE 3-0356**

PRINCIPALS: R. O. Moen, partner; E. A. Fails, partner.

MORRIS AND VAN WORMER
25 Broad Street
New York 4, New York **DIgby 4-6250**

NATIONAL CONSULTANTS, INC. **Est. 1950**
420 Boylston Street
Boston 16, Massachusetts **Copley 7-1043**

PRINCIPALS: Miss Norma LaVonne Levik, president and treasurer; Paul Callan, technical consultant; Charles J. Harvi, director of placements.

OFFICE: Minneapolis, Minn.

NORRIS & ELLIOTT, INC. Est. 1931
85 East Gay Street
Columbus 15, Ohio CApital 1-1514

PRINCIPALS: E. C. Norris, president; J. Rodney Swetting, executive vice-president.

OFFICES: New York, N. Y.; Mexico, D. F.

NUTTER, BRADA & WRIGHT, INC. Est. 1949
1221 Locust Street
St. Louis 3, Missouri MAin 1-6808

PRINCIPALS: W. E. Nutter, president; R. L. Brada, vice-president; C. L. Wright, secretary.

A. L. OSMUNDSEN AND ASSOCIATES Est. 1944
611 North Broadway
Milwaukee 2, Wisconsin BR 2-4530

PRINCIPALS: A. L. Osmundsen, president; E. H. Loveridge, associate.

R. S. OWEN & COMPANY Est. 1949
168 North Michigan Avenue
Chicago 1, Illinois FInancial 6-3625

PRINCIPALS: R. S. Owen, president; James P. Ward, Jr., vice-president.

PACIFIC COAST CONSULTANTS Est. 1955
1190 Lincoln Avenue
San Jose 25, California CYpress 7-3053

PRINCIPALS: Dr. Vernon Ouellette, president; Dr. Charles Telford, chairman of the board; Lawrence Appleton, vice-president; Dr. Edward Minium, secretary; Jack Holland, controller; Robert P. Thompson, manager.

DWIGHT PALMER AND ASSOCIATES Est. 1945
3511 West 6th Street
Los Angeles 5, California DU 2-2373

PRINCIPAL: Dwight Palmer, president.

ROYAL PARKINSON ASSOCIATES Est. 1946
505 Statler Office Building
Boston 16, Massachusetts Hu 2-5542

PRINCIPAL: Royal Parkinson.

PARSONS & WILLIAMS
635 South Kenmore Avenue
Los Angeles 5, California

PRINCIPAL: Robert F. Williams, president.

JOHN A. PATTON MANAGEMENT ENGINEERS, INC. Est. 1943
180 West Adams Street
Chicago 3, Illinois STate 2-2452

PRINCIPALS: John A. Patton, president; Harry B. Clayton, executive vice-president; Frank C. Adams, vice-president; Omar L. Dewitt, vice-president; Douglas E. Hales, vice-president; T. J. Wieczorek, vice-president; Michael J. Pasternock, treasurer.

BRUCE PAYNE & ASSOCIATES, INCORPORATED Est. 1946
1 Avery Place
Westport, Connecticut Capital 7-9505

PRINCIPALS: Bruce Payne, president; Damon Van Utt, vice-president, operations; William R. Swett, vice-president, administration, and treasurer.

OFFICES: Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; Dallas, Texas; New York, N. Y.; Montreal, Que., Canada; Buenos Aires, Argentina; Mexico City, Mexico; Rio de Janeiro, Brazil; Sao Paulo, Brazil.

PEAT, MARWICK, MITCHELL & COMPANY Est. 1923
70 Pine Street
New York 5, New York Whitehall 4-7900

PRINCIPALS: Frank Wallace, partner; K. S. Axelson, partner, Chicago; J. R. Downey, partner, Chicago; Lewis C. Maull, manager, Dallas; James W. Leisner, partner, Los Angeles; Gordon H. Cowperthwaite, partner, Toronto.

OFFICES: Chicago, Ill.; Dallas, Texas; Los Angeles, Calif.; Toronto, Ont., Canada.

THE PERSONNEL CENTER Est. 1947
525 Exchange Building
Memphis 3, Tennessee JAckson 7-3431

PRINCIPALS: Robert L. Whipple, director; Pat Parker, associate; R. Lee Whipple, associate.

PERSONNEL DEVELOPMENT SERVICE Est. 1943
Louisa Building
Renton, Washington Logan 1989

PRINCIPALS: Robert S. Boaz, president; R. S. Smith, public relations director; R. A. Bawtinheimer, educational director; G. W. Bowen, associate.

PERSONNEL RESEARCH CENTER Est. 1945
1604 Spruce Street
Philadelphia 3, Pennsylvania Kingsley 5-4440

PRINCIPALS: John R. Roberts, director; Mary K. Bauman, co-director.

JOHN F. PIERCE Est. 1946
183 Essex Street
Boston 11, Massachusetts Hancock 6-1886

JOHN J. PLOCAR COMPANY Est. 1940
46 Atlantic Street
Stamford, Connecticut Davis 4-6149

PRINCIPAL: John J. Plocar, owner.

KENDRICK PORTER AND COMPANY Est. 1955
280 Madison Avenue
New York 16, New York Murray Hill 5-9781

PRINCIPALS: Kendrick Porter, senior partner; Eleanor Shatzkin, partner.

PRODUCTION MANAGEMENT ENGINEERING ASSOCIATES, INC.
343 Russ Building Est. 1916
San Francisco 4, California SU 1-3311

PRINCIPALS: E. D. Hayward, president; S. A. Patkay, executive vice-president; R. D. Bullock, vice-president; M. B. Hahn, vice-president.

OFFICES: Los Angeles, Calif.; Portland, Ore.; San Francisco, California.

RAADGEVEND BUREAU IR. B. W. BERENSCHOT N. V. Est. 1925
326 Huguenot Street
New Rochelle, New York Beverly 5-2288

PRINCIPALS: Prof. B. W. Berenschot, president; J. Benard, manager, U. S. A. office.

OFFICE: Central Station, Amsterdam, The Netherlands.

ALBERT RAMOND AND ASSOCIATES, INC. Est. 1916
435 North Michigan Avenue
Chicago 11, Illinois WHitehall 3-2323

PRINCIPALS: Albert Ramond, president; Carl T. Dunn, vice-president; Willis M. Fanning, vice-president; John C. Heiberger, vice-president; John W. Roberts, vice-president.

OFFICES: New York, N. Y.; Toronto, Ont., Canada.

JAMES H. RAPORT COMPANY Est. 1949
606 South Hill Street
Los Angeles 14, California Vandike 6471

PRINCIPAL: James H. Raport, president.

OFFICE: San Francisco, Calif.

REED, CUFF ASSOCIATES, INC. Est. 1953
420 Lexington Avenue
New York 17, New York Murray Hill 5-1050

PRINCIPALS: B. Vernon Reed, president and secretary; James V. Cuff, vice-president and treasurer.

ROBERT L. REICH Est. 1950
1 West 58th Street
New York 19, New York PLaza 3-2411

PRINCIPALS: Robert L. Reich; Emanuel Demby.

OFFICE: St. Petersburg, Fla.

RELATED BUSINESS SERVICES Est. 1949
30 West Washington Street
Chicago 2, Illinois FR 2-3965

PRINCIPAL: Jack Geller.

RESEARCH AND EDUCATION CORPORATION Est. 1953
703 Market Street
San Francisco 3, California EXbrook 2-3188

PRINCIPALS: Dr. O. D. Adams, president; Dr. William V. Morgan, industrial relations; Dr. Shepard A. Insel, consulting psychologist.

ROBERTS, EATON & ASSOCIATES Est. 1956
60 East 42nd Street
New York 17, New York Murray Hill 2-2351

PRINCIPALS: Peter V. Roberts, partner; William W. Eaton, partner.

OFFICE: Post Office Box 537, Milford, Conn.

ROBERTS, SORZANO & ASSOCIATES Est. 1952
122 East 42nd Street
New York 17, New York Oxford 7-4320

PRINCIPALS: Charles S. Roberts, partner; Julio F. Sorzano, partner.

The NEW COMPETITIVE ERA calls for basic *changes* in Management Thinking and Action. IMPROVED RESULTS are obtainable only when the *right* changes are made.

This long established firm specializes in helping Management *identify* opportunities and *install* profit-expanding improvements in:

¶ Planning for Profit and Growth
¶ Organization Structuring
¶ Administrative Methods
¶ Product Lines and Products
¶ Marketing Methods and Research
¶ Sales Organization and Training
¶ Continuing Cost Reduction Programs
¶ Research and Development
¶ Company or Product Acquisitions
¶ Manufacturing Methods
¶ Data Processing
¶ Control Records and Reports
¶ Executive and Sales Compensation
¶ Personnel Administration
¶ Executive Recruitment and Selection
¶ Wage and Salary Administration
¶ Executive Development Programs

Confidential inquiries from responsible executives by letter or telephone, are given prompt attention.

Rogers, Slade & Hill

551 FIFTH AVENUE
NEW YORK 17, NEW YORK

CONSULTANTS ON MANAGEMENT PROBLEMS

MURRAY HILL 2-2550

Member Firm of THE ASSOCIATION OF CONSULTING MANAGEMENT ENGINEERS

PAUL ROGERS ASSOCIATES — **Est. 1954**
450 East 63rd Street
New York 21, New York — **TEmpleton 8-0041**

PRINCIPAL: Paul I. Rogers, senior consultant.

ROGERS, SLADE & HILL — **Est. 1939**
551 Fifth Avenue
New York 17, New York — **MUrray Hill 2-2550**

PRINCIPALS: Ralph K. Rogers, managing partner; Arthur J. Slade, managing partner; Lee H. Hill, partner; Thomas H. Nelson, partner; Lars J. Sandberg, partner; Theos A. Langlie, partner; Edward P. Moore, principal; C. Gordon Lamude, principal; Roscoe C. Edlund, principal; Samuel L. H. Burk, principal.

See Announcement This Page

ANNA M. ROSENBERG ASSOCIATES — **Est. 1935**
444 Madison Avenue
New York 22, New York — **Plaza 9-4811**

PRINCIPAL: Mrs. Anna M. Rosenberg, senior partner.

FRED RUDGE ASSOCIATES, INC. — **Est. 1945**
63 Park Street
New Canaan, Connecticut — **Woodward 6-1651**

PRINCIPALS: Lloyd H. Dalzell, chairman of the board; Fred Rudge, president; John B. Burnap, vice-president; Ella Lee Murdaugh, secretary; Dr. Robert H. Schaffer, director of research.

KURT SALMON ASSOCIATES, INC. — **Est. 1935**
3000 Albemarle Street, N. W.
Washington 8, D. C. — **EMerson 3-1281**

PRINCIPALS: Kurt Salmon, president; Karl K. Striegel, chief engineer; P. C. Lutz, Jr., head, systems division; A. J. Quick, head, personnel division.

OFFICES: Atlanta, Ga.; Greensboro, N. C.; Nashville, Tenn.; New York, N. Y.

SANDERSON & PORTER — **Est. 1896**
72 Wall Street
New York 5, New York — **DIgby 4-5550**

PRINCIPALS: R. L. Hamill, partner; P. B. Taylor, partner; D. S. Pelletier, partner; F. D. Vermilya, partner; John F. Garde, Jr., partner; M. A. Vreeland, partner.

OFFICES: Kittanning, Pa.; Tucson, Ariz.; Williamsport, Md.

THOMAS O. SAWYER AND COMPANY, INCORPORATED — **Est. 1949**
30 Rockefeller Plaza
New York 20, New York — **Judson 6-2790**

PRINCIPALS: Thomas O. Sawyer, president; Mary T. Sawyer, treasurer; Ross E. Traphagen, secretary.

OFFICE: Bay Head, N. J.

SCHLEH ASSOCIATES, INC. — **Est. 1948**
713 Northwestern Bank Building
Minneapolis 2, Minnesota — **Fe 5-7743**

PRINCIPALS: Edward C. Schleh, president; Franklin G. Emrick, principal; Charles J. Olsen, principal; Frank M. Frenzel, principal.

RALPH H. SCHNEIDER — **Est. 1945**
633 North Plankinton Avenue
Milwaukee 3, Wisconsin — **Broadway 6-0760**

SCIENTOLOGY CONSULTANTS TO INDUSTRIAL EFFICIENCY
1812 19th Street, N. W. — **Est. 1955**
Washington, D. C. — **ADams 2-6296**

PRINCIPALS: L. Ron Hubbard, president; Mary Sue Hubbard, treasurer; Richard F. Steves, secretary.

OFFICES: New York, N. Y.; London, England; Paris, France; Dublin, Eire; Melbourne, Vict., Australia; Herne Bay, Auckland, New Zealand; Johannesburg, South Africa.

SCOVELL, WELLINGTON & COMPANY — **Est. 1910**
111 Broadway
New York 6, New York — **Barclay 7-9432**

PRINCIPALS: C. Oliver Wellington, partner; John F. Sengstacke, partner; Fred J. Sengstacke, partner; Roger Wellington, partner; Nelson Foley, partner.

OFFICES: Boston, Mass.; Chicago, Ill.; Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New Haven, Conn.; Philadelphia, Pa.; Springfield, Mass.; Syracuse, N. Y.; Washington, D. C.

HARVEY N. SHYCON COMPANY — **Est. 1953**
Park Square Building
Boston 16, Massachusetts — **HAncock 6-3140**

PRINCIPAL: Harvey N. Shycon, president.

ROBERT T. SMITH & ASSOCIATES — Est. 1941
311 Chamber of Commerce Building
Scranton 3, Pennsylvania — Diamond 2-4615

PRINCIPALS: Robert T. Smith; Harold S. Leach.

STANDARD RESEARCH CONSULTANTS, INC. — Est. 1928
345 Hudson Street
New York 14, New York — Watkins 4-6400

PRINCIPALS: Paul B. Coffman, president; Eugene S. Merrill, executive vice-president; Edgar N. Biffar, vice-president; Thomas P. Morrissey, vice-president; Ralph E. Badger, associate.

OFFICE: Paris, France.

STANTON, PITTELKOW, BANN AND ASSOCIATES — Est. 1955
Griggs-Midway Building
St. Paul 4, Minnesota — MIdway 6-7154

PRINCIPALS: Frank D. Stanton, president; Richard I. Pittelkow, vice-president and treasurer; Richard C. Bann, secretary; M. H. Schaller, associate; Robert DeBruin, associate.

SHIRLEY N. STIGNEY — Est. 1954
2119 Foshay Tower
Minneapolis 2, Minnesota — Federal 6-8557

STEVENSON, JORDAN & HARRISON, INC.
19 West 44th Street
New York 36, New York — MUrray Hill 7-1280

STONE & WEBSTER ENGINEERING CORPORATION
90 Broad Street
New York 4, New York — BOwling Green 9-4224

G. P. STONE COMPANY — Est. 1949
1721 Hudson Boulevard
North Bergen, New Jersey — UNion 7-6158

PRINCIPAL: Dr. G. P. Stone.

SUTHERLAND COMPANY — Est. 1950
First National Bank Building, Suite 1112
Peoria, Illinois — Peoria 3-5431

PRINCIPALS: J. E. Sutherland, owner; M. N. Sutherland, associate; F. J. Naramore, associate; O. Y. Evans, associate; W. C. Dulin, associate.

SWANSON OGILVIE & McKENZIE — Est. 1921
176 West Adams Street
Chicago 3, Illinois — STate 2-4288

PRINCIPALS: Arthur E. Swanson, partner; Harold W. McKenzie, partner; Roy W. Stollstorf, partner; Robert L. Jorgensen, partner; Lyle E. Olson, partner.

JOSEPH A. SWEENY — Est. 1954
1405 First National Bank Building
Miami 32, Florida — Fr 9-5370

TONKIN AND MODLIN — Est. 1952
605 Market Street
San Francisco 5, California — DOuglas 2-9100

PRINCIPALS: Joseph M. Tonkin, partner; Sidney Modlin, partner.

TRUNDLE CONSULTANTS, INC. — Est. 1921
2020 Carnegie Avenue
Cleveland 15, Ohio — TOwer 1-6272

PRINCIPALS: R. C. Trundle, president; Wilbert C. Wehn, vice-president and treasurer; Charles P. Hawkins, vice-president and manager, management division; R. P. Brooks, Jr., vice-president and manager, manufacturing division; Douglas P. Gould, vice-president and manager, marketing division; Stuart R. Smith, vice-president and manager, industrial relations division.

OFFICES: Chicago, Ill.; New York, N. Y.; (Spry & Trundle Ltd.) Toronto, Ont., Canada.

UHLING, TAYLOR AND ASSOCIATES — Est. 1946
1614 North Dixon Circle
Cincinnati 24, Ohio — Mulberry 1-4712

PRINCIPAL: William W. Taylor, principal.

FLORENT E. VERDIN — Est. 1953
3275 Somerset Drive
Cleveland 22, Ohio — WYoming 1-2024

H. D. VON JENEF & COMPANY — Est. 1937
Prudential Plaza
Chicago 1, Illinois — ANdover 3-1595

PRINCIPAL: H. D. Von Jenef, president.

OFFICES: Dayton, Ohio; Washington, D. C.

GEORGE C. WEBSTER & ASSOCIATES, INC. — Est. 1954
1820 Jefferson Place, N. W.
Washington 6, D. C. — DIstrict 7-6264

PRINCIPALS: George C. Webster, president; John R. Smith, vice-president; Katherine F. Hunsaker, secretary.

WELLING & WOODARD — Est. 1953
52 Vanderbilt Avenue
New York 17, New York — LE 2-3616

PRINCIPALS: Charles H. Welling, partner; George H. Woodard, partner, Jenkintown.

OFFICES: Jenkintown, Pa.; New Canaan, Conn.

WESTERN TRAINING SERVICES — Est. 1953
Box 244
Burlingame, California — Diamond 3-9170

PRINCIPAL: Eugene C. Peckham, manager.

OFFICE: Los Angeles, Calif.

GEORGE D. WILKINSON COMPANY — Est. 1952
9 Spring Street
Princeton, New Jersey — Princeton 1-6850

PRINCIPALS: George D. Wilkinson, president; F. G. Reinehr, vice-president.

J. O. WILLIFORD — Est. 1943
1505 William Oliver Building
Atlanta 3, Georgia — Murray 8-2981

WOLF MANAGEMENT ENGINEERING COMPANY — Est. 1911
7 South Dearborn Street
Chicago 3, Illinois — FInancial 6-3200

PRINCIPALS: Harry H. Wolf, senior partner; Howard Ellsworth Sommer, managing partner; Richard P. Miller, assistant general manager; Alfred J. Bohl, chief engineer.

OFFICES: Des Moines, Iowa; Indianapolis, Ind.; New York, N. Y.; Oklahoma City, Okla.; Philadelphia, Pa.; Washington, D. C.

WORDEN & RISBERG — Est. 1946
Fidelity-Philadelphia Trust Building
Philadelphia 9, Pennsylvania — Pennypacker 5-3300

PRINCIPALS: Robert E. Worden, partner; Clifford W. Risberg, partner.

OFFICE: San Francisco, Calif.

THE WORK-FACTOR COMPANY, INC. — Est. 1947
206 West Atlantic Avenue
Haddon Heights, New Jersey — Lincoln 7-1676

PRINCIPALS: James H. Duncan, president; Joseph H. Quick, vice-president and treasurer; William G. O'Brien, vice-president and secretary.

OFFICES: Cambridge, Mass.; Chicago, Ill.; New York, N. Y.

LEWIS R. ZEYHER — Est. 1955
The Benson
Jenkintown, Pennsylvania — Turner 7-3685

CHARLES M. ZUST COMPANY — Est. 1944
Richmond, Massachusetts — Richmond 52

PRINCIPALS: Charles M. Zust; Harry A. Lutz; Chester C. Hoag; Herbert W. Brown.

OFFICE: New York, N. Y.

MARKET SURVEYS (61)

BEE ANGELL & ASSOCIATES, INC. — Est. 1943
7 South Dearborn Street
Chicago 3, Illinois — FInancial 6-0466

PRINCIPALS: Miss Bee Angell, president; Harold R. Burnstein, secretary; Miss Belle Zwick, treasurer.

ARMSTRONG ASSOCIATES, INC. — Est. 1946
12 East 41st Street
New York 17, New York — Murray Hill 9-2690

PRINCIPALS: Robert H. Armstrong, president; H. F. Armstrong, vice-president; Alexander Hadden, Jr., secretary and treasurer.

AUDITS AND SURVEYS COMPANY, INC. — Est. 1953
International Building, Rockefeller Center
New York 20, New York — Circle 6-2944

PRINCIPALS: Solomon Dutka, president; Lester Frankel, executive vice-president; Robert Williams, vice-president; J. V. Slattery, vice-president; Irving Roshwalb, vice-president; James W. Partner, vice-president.

CROSSLEY, S-D SURVEYS, INC. — Est. 1949
405 Park Avenue
New York 22, New York — Plaza 5-1606

PRINCIPALS: Arthur B. Dougall, chairman of the board; Archibald M. Crossley, president; Carl H. Henrikson, Jr., vice-president and general manager; Carol A. Cruikshank, client service manager.

FIELD RESEARCH COMPANY **Est. 1945**
145 Montgomery Street
San Francisco 4, California **EXbrook 2-5766**

PRINCIPALS: Mervin D. Field, president; N. Robert Heyer, vice-president.

OFFICE: Los Angeles, Calif.

GEORGE FINE SURVEYS, INC. **Est. 1935**
55 West 42nd Street
New York 36, New York **LO 3-5840**

PRINCIPALS: George Fine, president and treasurer; Sylvia Fine, vice-president and secretary.

FORBES MARKETING RESEARCH, INC.
70-5th Avenue
New York 11, New York **Oregon 5-7500**

PRINCIPALS: Bruce C. Forbes, president; John A. Kellogg, vice-president and general manager.

BEN GAFFIN AND ASSOCIATES, INC. **Est. 1947**
141 West Jackson Boulevard
Chicago 4, Illinois **WE 9-4000**

PRINCIPALS: Ben H. Gaffin, chairman; Stanley L. Payne, president; John C. Gaffin, vice-president; John B. Gragnola, vice-president; Catherine P. Smith, field manager.

THE LLOYD H. HALL COMPANY **Est. 1931**
400 Madison Avenue
New York 17, New York **PLaza 8-2467**

PRINCIPALS: Lloyd H. Hall, partner; R. Russell Hall, partner.

LOUIS HARRIS AND ASSOCIATES **Est. 1956**
350 Fifth Avenue
New York 1, New York **PEnnsylvania 6-8485**

PRINCIPALS: Louis Harris, senior partner; Penn T. Kimball, partner; John F. Kraft, partner.

C. E. HOOPER, INC. **Est. 1938**
579 Fifth Avenue
New York 17, New York **Murray Hill 8-2290**

PRINCIPALS: James L. Knipe, president; W. Bruce McEwen, vice-president; Frank Stisser, vice-president.

OFFICE: Norwalk, Conn.

MARKET RESEARCH SERVICE **Est. 1935**
55 West 42nd Street
New York 36, New York **LOngacre 3-5840**

PRINCIPAL: George Fine, owner.

OPINION RESEARCH CORPORATION **Est. 1938**
44 Nassau Street
Princeton, New Jersey **Walnut 4-5900**

PRINCIPALS: Claude Robinson, chairman of the board; Dilman M. K. Smith, vice-chairman; Joseph C. Bevis, president; Walter Barlow, executive vice-president; LeBaron Foster, vice-president; Hugh Hoffman, vice-president; Starr Northrop, vice-president; Donald Rugg, vice-president; Hugh Rusch, vice-president.

OFFICE: Hugh A. Smith, Seattle, Wash.

OXFORD RESEARCH ASSOCIATES, INC. **Est. 1946**
317 Oak Street
Oxford, Ohio **Oxford 3-4906**

PRINCIPAL: Joseph C. Seibert, director.

THE PSYCHOLOGICAL CORPORATION **Est. 1921**
304 East 45th Street
New York 17, New York **ORegon 9-7676**
After March 15: ORegon 9-7070

PRINCIPALS: George K. Bennett, president; Albert D. Freiberg, director, division of marketing and social research; Harold Seashore, director, test division; Richard A. Fear, director, industrial division; Wimburn L. Wallace, director, professional examinations division; Henry H. Morgan, associate director, The Psychological Service Center.

PUBLICATION RESEARCH SERVICE **Est. 1931**
176 West Adams Street
Chicago 3, Illinois **RA 6-6022**

PRINCIPALS: Carl J. Nelson, owner-director; Edward T. Zelsmann, assistant director; Joe B. Novotny, assistant field director.

RESEARCH COMPANY OF AMERICA **Est. 1939**
570 Fifth Avenue
New York 36, New York **PLaza 7-1865**

PRINCIPALS: A. Edwin Fein, managing director; J. H. Dahn, director of research; L. A. Wheeler, marketing consultant.

OFFICES: Los Angeles, Calif.; Washington, D. C.

RETAIL CREDIT COMPANY **Est. 1899**
1600 Peachtree Street, North East
Post Office Box 4081, Atlanta 2, Georgia **Trinity 5-8321**

PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary and treasurer.

OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.

See Announcement page 23

ALAN C. RUSSELL MARKETING RESEARCH **Est. 1946**
147 East 50th Street
New York 22, New York **Plaza 1-3990**

PRINCIPALS: Alan C. Russell, president; Charles E. Rosen, director of research.

W. R. SIMMONS AND ASSOCIATES RESEARCH, INC. **Est. 1951**
200 Madison Avenue
New York 16, New York **Murray Hill 5-8778**

PRINCIPALS: W. R. Simmons, president; Richard L. Brumbach, vice-president.

STANDARD RESEARCH CONSULTANTS, INC. **Est. 1928**
345 Hudson Street
New York 14, New York **Watkins 4-6400**

PRINCIPALS: Paul B. Coffman, president; Eugene S. Merrill, executive vice-president; Edgar N. Biffar, vice-president; Thomas P. Morrissey, vice-president; Ralph E. Badger, associate.

OFFICE: Paris, France.

UNITED STATES INTERVIEWING CORPORATION **Est. 1946**
141 West Jackson Boulevard
Chicago 4, Illinois **WEbster 9-4000**

PRINCIPALS: Ben H. Gaffin, chairman; John C. Gaffin, president; John B. Gragnola, vice-president; Catherine P. Smith, vice-president and field manager.

ROBERT F. WILLIAMS & ASSOCIATES **Est. 1946**
635 South Kenmore
Los Angeles 5, California **DUnkirk 5-9287**

PRINCIPALS: Robert F. Williams, owner; Dwight D. Thomas, chief analyst.

ROGER WILLIAMS TECHNICAL & ECONOMIC SERVICES, INC.
Post Office Box 426 **Est. 1950**
Princeton, New Jersey **Walnut 1-8200**

PRINCIPALS: Roger Williams, Jr., president; Herman W. Zabel, executive vice-president; Edward Tarnell, vice-president; Kenneth H. Gibson, vice-president.

OFFICES: New York, N. Y.; Vedado, La Habana, Cuba.

MARKETING CONSULTANTS (62)

(See also: Advertising—Sales)

ALDERSON AND SESSIONS **Est. 1945**
3 Penn Center Plaza
Philadelphia 2, Pennsylvania **Locust 8-1850**

PRINCIPALS: Wroe Alderson, partner; Robert E. Sessions, partner; F. L. Fletcher, partner; Wendell R. Smith, partner.

ARIZONA MARKETING RESEARCH, INC. **Est. 1948**
2013 North 22nd Place
Phoenix, Arizona **AL 37038**

PRINCIPALS: Austin S. Bratcher, executive director; J. Douglas Edwards, associate; Preble Petett, associate.

WESLEY C. BENDER, ASSOCIATES **Est. 1952**
53272 Juniper Road
South Bend 17, Indiana **CEntral 2-1203**

PRINCIPAL: Wesley C. Bender.

BOOZ, ALLEN & HAMILTON **Est. 1914**
135 South La Salle Street
Chicago 3, Illinois **FInancial 6-1900**

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

BORN COMPANY Est. 1950
1204 Russ Building
San Francisco 4, California Sutter 1-2251
PRINCIPAL: Leonard L. Born.

BUNTING, CALKINS & LEACH Est. 1933
1401 K Street, N. W.
Washington 5, D. C. Metropolitan 8-0794
PRINCIPALS: Earl Bunting, managing partner; F. S. Calkins, partner; J. A. Leach, Jr., partner.
OFFICE: Richmond, Va.

C. C. CHAPELLE COMPANY Est. 1941
308 West Washington Street
Chicago 6, Illinois CEntral 6-8814
PRINCIPALS: C. C. Chapelle, president; Dana P. Weithers, account executive.

COLOR RESEARCH INSTITUTE Est. 1945
105 West Adams Street
Chicago 3, Illinois FRanklin 2-8741
PRINCIPALS: Louis Cheskin, director; Joseph O. Englet, field supervisor; Virginia Waller, supervisor, field testing production; Richard Finger, assistant supervisor, field testing production.

RICHARD D. CRISP AND ASSOCIATES, INC. Est. 1955
105 West Adams Street
Chicago 3, Illinois STate 1-0253
PRINCIPALS: Richard D. Crisp, president; William F. Suhring, senior associate; Sharon Siegan, senior associate.

FARM RESEARCH INSTITUTE Est. 1947
THE MEADOWS
Urbana, Illinois 7-5247
PRINCIPAL: C. H. Sandage, president.

RALPH GATES Est. 1938
720 Fifth Avenue
New York 19, New York Judson 2-0066

CLARK GAVIN ASSOCIATES Est. 1950
250 Fifth Avenue
New York 1, New York MU 3-1054
PRINCIPALS: Clark Gavin, consultant; Bernard Appez, associate.

GOULD, GLEISS & BENN, INC. Est. 1946
17 West Ontario
Chicago 10, Illinois SUperior 7-9168
PRINCIPALS: Howard L. Benn, president; Henry O. Gleiss, executive vice-president; Paul F. Carroll, Jr., vice-president and branch manager, Chicago; William H. Gacke, vice-president and branch manager, San Francisco; Foy N. Conway, branch manager, Alhambra.
OFFICES: Alhambra, Calif.; San Francisco, Calif.

THE E. M. HALVORSON COMPANY Est. 1952
1637 Marion Street
Denver 18, Colorado Ma 3-6916
PRINCIPALS: Earle M. Halvorson, president; John F. Castelnuovo, director of research; Abby Adams, associate; William Stanton, associate; Fred M. Ellinghaus, associate.

DR. MYRON S. HEIDINGSFIELD
6500 Wissahickon Avenue
Philadelphia 19, Pennsylvania GErmantown 8-2533

REGINALD H. HOLLAND, INC. Est. 1949
103 Park Avenue
New York 17, New York Mu 9-7061
PRINCIPAL: Reginald H. Holland, president.

HOME TESTING INSTITUTE, INC. Est. 1953
90 Main Street
Port Washington, New York POrt Washington 7-7520
PRINCIPAL: Henry Brenner, president.
OFFICE: New York, N. Y.

FRANK C. KENYON Est. 1951
33 The Neck
Manhasset, New York Ma 7-0997

KIDDER AND COMPANY Est. 1956
102 Mount Auburn Street
Cambridge 38, Massachusetts UNiversity 4-4585
PRINCIPALS: Nathaniel R. Kidder, president; David E. Shepherd, associate; Robert T. Pritchard, associate.

PAUL KLEMTNER & COMPANY, INC. Est. 1931
151 Washington Street
Newark 2, New Jersey Market 4-9191
PRINCIPALS: Paul Klemtner, president; Stephen F. Olszewski, executive vice-president; Herbert L. Freet, vice-president; Bradley O. Potter, vice-president; Mary G. Klemtner, secretary; C. F. Gervase, treasurer.

S. LEIFESTE Est. 1956
T. C. U. Station, Post Office Box 188
Fort Worth, Texas WA 4-4241

CLEMENT S. LOGSDON Est. 1947
204 Laurel Hill Road
Chapel Hill, North Carolina Chapel Hill 9-2556

MANAGEMENT DIRECTIONS, INC. Est. 1954
8734 Sunset Boulevard
Los Angeles, California
PRINCIPALS: L. N. Aikman, president and director, marketing and organization; B. Whitney, director, systems and procedures.

L. F. MANHART, ASSOCIATES Est. 1955
Route No. 4, Box 230
Bowling Green, Ohio Bowling Green 8114
PRINCIPAL: L. F. Manhart, principal.

RICHARD MANVILLE RESEARCH, INC. Est. 1947
230 Park Avenue
New York 16, New York Oregon 9-2435
PRINCIPALS: Richard Manville, president; Edwin E. Zoty, vice-president; S. J. Collins, director of research; Irwin Herschlag, project director; Sondra Schwartz, field director.

MARKETING AUDITS INSTITUTE Est. 1957
430 East 63rd Street
New York 11, New York TEmpleton 2-8580
PRINCIPAL: Robert A. Whitney, president.

C. H. McGREGOR Est. 1946
28 Flemington Road
Chapel Hill, North Carolina Chapel Hill 9-9881

MODERN MARKETING RESEARCH ASSOCIATES Est. 1953
409 West University Avenue
Champaign, Illinois 6-4415
PRINCIPALS: Robert Ferber, president; Hugh G. Wales, vice-president.

MOLESWORTH ASSOCIATES Est. 1954
260 Madison Avenue
New York 16, New York MU 5-8811
PRINCIPALS: Gordon R. Molesworth, president; Dixon Johnson, vice-president; Marvin Hammer, vice-president.
OFFICE: Boston, Mass.

NOWLAND AND COMPANY, INC. Est. 1944
King Street
Greenwich, Connecticut JEfferson 1-8200
PRINCIPALS: Roger L. Nowland, president and treasurer; Karl H. Tietjen, vice-president and secretary.
OFFICES: Bruxelles, Belgium; Paris, France.

BRUCE PAYNE & ASSOCIATES, INCORPORATED Est. 1946
1 Avery Place
Westport, Connecticut Capital 7-9505
PRINCIPALS: Bruce Payne, president; Damon Van Utt, vice-president, operations; William R. Swett, vice-president, administration, and treasurer.
OFFICES: Atlanta, Ga.; Boston, Mass.; Chicago, Ill.; Dallas, Texas; New York, N. Y.; Montreal, Que., Canada; Buenos Aires, Argentina; Mexico City, Mexico; Rio de Janeiro, Brazil; Sao Paulo, Brazil.

PFEIFFER, GRAVEREAU & THORNTON Est. 1954
919 West Market Street
Akron 13, Ohio UNiversity 4-4637
PRINCIPALS: Paul L. Pfeiffer, partner; Victor P. Gravereau, partner; Lloyd J. Thornton, partner.

EARL REYNOLDS Est. 1939
2722 Bexley Park Road
Post Office Box 6551, Columbus 9, Ohio Belmont 1-6200

See Announcement Second Cover

WILLIAM S. ROBB Est. 1947
Valley Forge Center
King of Prussia, Pennsylvania Broadway 9-1175

ROBERTS, SORZANO & ASSOCIATES Est. 1952
122 East 42nd Street
New York 17, New York Oxford 7-4320
PRINCIPALS: Charles S. Roberts, partner; Julio F. Sorzano, partner.

Office costs soaring out of sight?

Frank M. Knox Company, Inc., has specialized in reducing and controlling office costs for over 25 years.

Thoroughly tested . . . proved . . . the Knox Plan for integrated cost control brings your office costs in line by . . .

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—Clerical work measurement
—Efficient design and control of forms
—Factual appraisal of automation

FRANK M. KNOX COMPANY, INC.

60 East 42nd Street, New York 17, New York
1009 Rockwell Avenue, Cleveland 14, Ohio

J. GEORGE ROBINSON — Est. 1949
417 Gill Avenue
St. Louis 22, Missouri — TAylor 1-2759

SHICKMAN, INCORPORATED — Est. 1955
5216 Creighton Drive
St. Louis 23, Missouri — FL 2-1252

PRINCIPALS: M. A. Shickman, president; A. K. Shickman, secretary and treasurer; B. G. Shickman, vice-president.

WILLIAM G. SIMPSON COMPANY — Est. 1956
79 West Monroe Street
Chicago 3, Illinois — STate 2-6495

PRINCIPAL: William G. Simpson, owner.

C. BROOKS SMEETON
606 North 13th Street
Milwaukee 3, Wisconsin — DI 4-1000

PRINCIPALS: C. Brooks Smeeton.

STELTENKAMP-WILSON & ASSOCIATES, INC. — Est. 1953
1 North La Grange Road
La Grange, Illinois — FLeetwood 2-3263

PRINCIPALS: C. Robert Steltenkamp, president; M. Robert Wilson, executive vice-president; Harold W. Buchholz, vice-president; J. L. Davis, secretary-treasurer.

STEWART, DOUGALL & ASSOCIATES, INC. — Est. 1940
405 Park Avenue
New York 22, New York — PLaza 5-2900

PRINCIPALS: Arthur B. Dougall, president; R. C. Allen, vice-president; Harrison M. Rainie, Jr., vice-president; Archibald M. Crossley, vice-president; Robert A. Tobias, vice-president.

TRADEWAYS, INC. — Est. 1915
11 West 42nd Street
New York 36, New York — Longacre 5-3286

PRINCIPALS: William H. Lough, president and director of sales development services; Willard M. Fox, vice-president and director of research services; Jesse S. Nirenberg, director of psychological services.

ALLAN R. WILSON AND ASSOCIATES — Est. 1950
52 Wall Street
New York 5, New York — Whitehall 4-9181

PRINCIPAL: Allan R. Wilson, owner.

JOHN C. J. WIRTH & ASSOCIATES — Est. 1953
National Bank Building
Norwalk, Connecticut — Victor 7-4802

PRINCIPALS: John C. J. Wirth; Oliver D. Wells; Thomas J. Niven; G. La Mar Herbert; Reginald Stoops.

OFFICE: New York, N. Y.

MATERIAL HANDLING CONSULTANTS (63)

(See also: Production Management)

IRVING M. FOOTLIK AND ASSOCIATES — Est. 1950
9116 Four Winds Way
Skokie, Illinois — KE 9-1515

PRINCIPAL: Irving M. Footlik, president.

BERTRAND FRANK ASSOCIATES, INC. — Est. 1946
475-5th Avenue
New York 17, New York — MU 5-4460

PRINCIPAL: Bertrand Frank, president.

MECHANICAL ENGINEERS (64)

(See also: Consulting Engineers)

CURRAN ENGINEERING COMPANY — Est. 1956
Division of So-Cal Electro Products, Inc.
4423 West Jefferson Boulevard
Los Angeles 16, California — Re 28135

PRINCIPALS: L. J. Curran, chief mechanical engineer; C. L. Helquist, sales manager; J. H. Curran, works manager.

FRANK W. RIEDERER & ASSOCIATES — Est. 1949
36 South State Street
Chicago 3, Illinois — RA 6-6988

PRINCIPAL: Frank W. Riederer.

MEDICAL CONSULTANTS (65)

ROBERT COLLIER PAGE AND ASSOCIATES — Est. 1955
400 Madison Avenue
New York, New York — Eldorado 5-0220

PRINCIPAL: Robert C. Page, M. D.

OFFICE: Retirement Council, Inc., Stamford, Conn.

METHODS ENGINEERING (66)

(See also: Systems and Procedures)

GEORGE S. MAY COMPANY — Est. 1925
205 W. Wacker Drive
Chicago 6, Illinois — FInancial 6-3460

PRINCIPALS: George S. May, managing partner; Dale S. May, partner; Mrs. Dorothy May Canty, partner; Mrs. Jean May Rech, partner; C. A. Ross, auditor; J. J. Coffey, Jr., executive secretary.

OFFICES: New York, N. Y.; San Francisco, Calif.; Mexico City, Mexico; Dusseldorf, Germany; Caracas, Venezuela.

MONROE H. MEADER — Est. 1952
240 West 71st Street
New York 23, New York — TR 3-9683

MORRIS BUSINESS ENGINEERING SERVICE — Est. 1949
1046 East Grand Street
Springfield 4, Missouri — 6-4804

PRINCIPAL: M. K. Morris, president.

MOTION PICTURES—COMMERCIAL (67)

(See also: Audio-Visual Aids and Film Consultants)

CONDOR FILMS, INC. — Est. 1951
1006 Olive Street
St. Louis 1, Missouri — MAin 1-8876

PRINCIPALS: Edgar F. Stevens, president; Bradford Whitney, vice-president; Dean Moore, production manager.

FILM COUNSELORS, INC. — Est. 1946
500 Fifth Avenue
New York 36, New York — PEnnsylvania 6-7220

PRINCIPALS: Will A. Parker, president; James R. Handley, vice-president; George C. Maloney, vice-president; Harvey R. Langee, vice-president; Audrey D. Hugel, secretary.

HENRY STRAUSS PRODUCTIONS, INC. Est. 1952
31 West 53rd Street
New York 19, New York PLaza 7-0651

PRINCIPALS: Henry Strauss, president and treasurer; Walter Raft, vice-president and secretary; Robert Wilmot, vice-president.

OFFICE HELP SERVICES (68)

(See also: Temporary Office Personnel)

FRIETSCH SERVICES
1020 McGee
Kansas City 6, Missouri Ba 1-2324

PRINCIPALS: Herman M. Frietsch, president; Alice D. Frietsch, vice-president and treasurer; Norman Jones, secretary.

RUSSELL KELLY OFFICE SERVICE Est. 1946
649 Free Press Building
Detroit 26, Michigan WOodward 3-9510

PRINCIPALS: W. Russell Kelly, president; John J. Brandt, vice-president; Tom K. Graham, vice-president.

OFFICES: In all principal cities.

PREFERRED BUSINESS SERVICE CORPORATION Est. 1947
1011 Lake Street
Oak Park, Illinois Co 1-4171

PRINCIPALS: L. B. Kirkendall, president; S. H. Gilmore, vice-president.

OFFICES: Chicago, Ill.; Park Ridge, Ill.

OFFICE LAYOUT AND DESIGN (69)

BECKER AND BECKER ASSOCIATES Est. 1950
300 Park Avenue
New York 22, New York Plaza 9-1678

PRINCIPALS: Jules Becker, partner; Nathaniel Becker, partner; Joseph M. Parriott, senior associate; Frederick Leigh, senior associate.

KENNETH H. RIPNEN COMPANY, INC. Est. 1930
440 Fourth Avenue
New York 16, New York Murray Hill 3-1800

PRINCIPALS: Kenneth H. Ripnen, president and treasurer; Robert E. Blount, vice-president and secretary; E. Joan Guage, assistant treasurer; W. Clifford Kuder, organization analyst; Arthur S. Baily, project architect; Harvey P. Barnes, project architect; Leola G. Hartwell, project architect; Fred B. Van Etten, project architect; Frank A. Wallis, project architect.

OFFICE MANAGEMENT CONSULTANTS (70)

(See also: Systems and Procedures)

FAIRBANKS ASSOCIATES, INC. Est. 1952
281 Greenwich Avenue
Greenwich, Connecticut TOwnsend 9-7155

PRINCIPALS: Ralph W. Fairbanks, president and treasurer; John J. Evans, vice-president; Mrs. Aenona E. Fairbanks, director.

OFFICE: Washington, D. C.

DAVID S. JOSEPH Est. 1951
3580 Warrensville Center Road
Shaker Heights 22, Ohio SKyline 2-3290

FRANK M. KNOX COMPANY, INC. Est. 1932
60 East 42nd Street
New York 17, New York Oxford 7-7654

PRINCIPALS: Frank M. Knox, president; Irving D. Hasselo, vice-president; M. Yurchisin, vice-president; Dorothy C. Knox, secretary-treasurer.

OFFICE: Cleveland, Ohio.

See Announcement page 42

O'TOOLE ASSOCIATES INCORPORATED Est. 1945
220-02 Hempstead Avenue
Queens Village 29, New York Hollis 4-0942

PRINCIPALS: Edward F. O'Toole, president; Raymond J. W. O'Toole, vice-president and secretary; Michael J. McConnon, vice-president; Robert E. Most, vice-president; Edward H. Dinnegan, vice-president; Marianne O'Toole, treasurer.

ARTHUR E. SANZENBACH Est. 1954
41 The Birches
Roslyn, New York Mayfair 1-8229

SEAMAN AND COMPANY, INC. Est. 1955
925 Beverly
Deerfield, Illinois Windsor 5-1898

PRINCIPALS: William H. Seaman, president and treasurer; Delight A. Seaman, vice-president and secretary.

ROBERT WALKER & ASSOCIATES, INC. Est. 1954
Union Commerce Building
Cleveland 14, Ohio Prospect 1-5756

PRINCIPALS: Robert E. Walker, president; Richard T. Crowers, vice-president.

GEORGE D. WILKINSON COMPANY Est. 1952
9 Spring Street
Princeton, New Jersey Princeton 1-6850

PRINCIPALS: George D. Wilkinson, president; F. G. Reinehr, vice-president.

ORGANIZATION SURVEYS (71)

BOOZ, ALLEN & HAMILTON Est. 1914
135 South La Salle Street
Chicago 3, Illinois Financial 6-1900

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

HANDY ASSOCIATES, INC. Est. 1944
570 Lexington Avenue
New York 22, New York Plaza 5-1911

PRINCIPALS: John L. Handy, president; H. B. Cooley, vice-president and manager, San Francisco; L. F. Stowell, associate; H. G. Kurtz, associate; E. Hachtel, associate; E. D. McDougal, associate; T. Myers, associate.

OFFICE: San Francisco, Calif.

EDWARD N. HAY & ASSOCIATES, INC. Est. 1947
121 South Broad Street
Philadelphia 7, Pennsylvania Kingsley 6-0235

PRINCIPALS: Edward N. Hay, chairman of the board; Dale Purves, president; Milton L. Rock, vice-president; Charles W. G. Van Horn, director; John J. Grela, director; John S. Conant, principal; William Dall, principal; William F. Dinsmore, principal; George M. Vesselago, principal.

OFFICE: New York, N. Y.

THE HUMANICS CORPORATION Est. 1943
2052 Lincoln Park West
Chicago 14, Illinois Lincoln 9-5141

PRINCIPAL: Ralph H. Haywood, president.

INDUSTRIAL MANAGEMENT SERVICE
141 West Jackson Boulevard
Chicago 4, Illinois WAbash 2-2520

ALLISON V. MacCULLOUGH Est. 1948
66 Milton Road
Rye, New York RY 7-1522

FRED RUDGE ASSOCIATES, INC. Est. 1945
63 Park Street
New Canaan, Connecticut Woodward 6-1651

PRINCIPALS: Lloyd H. Dalzell, chairman of the board; Fred Rudge, president; John B. Burnap, vice-president; Ella Lee Murdaugh, secretary; Dr. Robert H. Schaffer, director of research.

SCHLEH ASSOCIATES, INC. Est. 1948
713 Northwestern Bank Building
Minneapolis 2, Minnesota Fe 5-7743

PRINCIPALS: Edward C. Schleh, president; Franklin G. Emrick, principal; Charles J. Olsen, principal; Frank M. Frenzel, principal.

STANDARD RESEARCH CONSULTANTS, INC. Est. 1928
345 Hudson Street
New York 14, New York Watkins 4-6400

PRINCIPALS: Paul B. Coffman, president; Eugene S. Merrill, executive vice-president; Edgar N. Biffar, vice-president; Thomas P. Morrissey, vice-president; Ralph E. Badger, associate.

OFFICE: Paris, France.

PACKAGE AND PRODUCT DESIGNERS (72)

LAS-LAB, INC. **Est. 1955**
State Route No. 32
Sykesville, Maryland **Sykesville 782**

PRINCIPALS: L. A. Scholz, president; Gilbert Burgan, vice-president; Mrs. A. M. Scholz, secretary-treasurer.

OFFICE: Baltimore, Md.

EMERSON RUPERT AND ASSOCIATES **Est. 1948**
4699 Central Avenue
St. Petersburg, Florida **DI 1-4472**

PRINCIPALS: Emerson Rupert, senior consultant designer; John P. Ramsey, senior consultant engineer; Robert J. Nicol, senior consultant designer; J. Herbert Rupert, senior consultant engineer.

OFFICE: Washington, D. C.

PENSION PLANNING (73)

(See also: Actuaries)

HAROLD W. BEYER ASSOCIATES **Est. 1949**
514 Hamilton Street
Allentown, Pennsylvania **HEmlock 5-9577**

PRINCIPALS: Harold W. Beyer, consultant; Aman M. Barber, managing associate; David K. Aldrich, associate; Harry A. Dower, attorney.

OSCAR E. CARLIN ORGANIZATION **Est. 1939**
35 East Gay Street
Columbus 15, Ohio **CApital 1-6302**

PRINCIPAL: Oscar E. Carlin.

E. S. CHURCHILL AND ASSOCIATES **Est. 1957**
125 Trumbull Street
Hartford 3, Connecticut **JAckson 2-8937**

PRINCIPALS: Edward S. Churchill, prime associate; Raymond H. Nicholls, prime associate.

WALTER L. DITZLER AND A. COLE STEPHENS **Est. 1942**
1528 Kirby Building
Dallas 1, Texas **Ri 1-4949**

TWENTY YEARS OF RESEARCH AND CONSULTING EXPERIENCE

Twenty years of research and consulting experience, reinforced with SRA's outstanding tests and employee appraisal and development materials, will help you select better-qualified employees, evaluate employees more objectively, select successful sales personnel, identify employees for promotion, and improve company morale. Here are but a few of SRA's outstanding services and materials:

- employee attitude surveys
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- supervisory training programs
- market research
- motivation research
- reading improvement materials
- human relations programs
- personnel evaluation for executive and sales positions
- sales training programs
- management seminars
- industrial test construction
- scholarship selection

NEW—FOR SUPERVISORY TRAINING COURSES—
Human Understanding in Industry . . . By William C. Menninger, M.D. . . . America's foremost authority in industrial mental health. Gives the supervisor new understanding of himself and the employees he supervises. PRICES: Each $2.25; Group training orders, 25 or more copies, $1.75 each; and the *Leader's Guide* (one free with purchase of each 10 copies of book), $0.50 each.

SRA SCIENCE RESEARCH ASSOCIATES
57 West Grand Avenue Chicago 10, Illinois

EDWIN R. ERICKSON CO., INC. **Est. 1950**
415 Liberty Bank Building
Buffalo 2, New York **MO 1600**

PRINCIPALS: Edwin R. Erickson, president; Harold I. Bahn, vice-president; Terrance H. McCarville, vice-president; Irene A. Klepzig, secretary and treasurer.

A. STUART FRANKLIN AND ASSOCIATES **Est. 1932**
449 South Beverly Drive
Beverly Hills, California **Br 2-0921**

PRINCIPALS: A. Stuart Franklin, partner; Henry Gold, partner; Nat Franklin, partner.

OFFICES: Fresno, Calif.; San Diego, Calif.

JOSEPH FROGGATT & CO., INC. **Est. 1913**
74 Trinity Place
New York 6, New York **Whitehall 4-7440**

PRINCIPALS: Joseph Froggatt, Jr., president; Scott Harris, executive vice-president; W. L. Hippard, vice-president and secretary; Harold C. Crawford, vice-president; Richard P. Winfield, assistant secretary; D. B. King, assistant western department manager; A. R. Baumann, vice-president.

OFFICES: Boston, Mass.; Chicago, Ill.; Dallas, Texas; Detroit, Mich.; Hartford, Conn.; Los Angeles, Calif.; Newark, N. J.; Philadelphia, Pa.; St. Louis, Mo.; San Francisco, Calif.; Seattle, Washington.

ARTHUR STEDRY HANSEN **Est. 1930**
1080 Green Bay Road
Lake Bluff, Illinois **Lake Bluff 3400**

PRINCIPALS: Russell R. Reagh, partner; Orville C. Beattie, partner; Donald I. Brothers, partner; Robert V. Thonander, partner; Alan A. Groth, partner.

OFFICE: Chicago, Ill.

EDWIN SHIELDS HEWITT AND ASSOCIATES **Est. 1940**
Libertyville, Illinois **Libertyville 2-4080**
Briargate 4-7500 from Chicago

PRINCIPALS: James A. Attwood, partner; Richard L. Diemer, partner; Edwin Shields Hewitt, partner; Jack Alan James, partner; Charles L. Kluss, partner; Gayle B. Mattingly, partner; Howard C. Meadors, partner; Melbourne H. Mudd, partner; Thomas H. Paine, partner; Rodger R. Patrick, partner; Howard L. Peck, partner.

OFFICE: Chicago, Ill.

ROLAND D. HINKLE **Est. 1923**
29 South La Salle Street
Chicago 3, Illinois **FRanklin 2-0425**

C. A. MACAULEY AND ASSOCIATED CONSULTANTS, INC. **Est. 1945**
3400 David Stott Building
Detroit 26, Michigan **Woodward 5-4190**

PRINCIPALS: Charles A. Macauley, president; Harold M. Horne, vice-president; Richard A. Tate, vice-president; William C. Conley, actuary.

J. N. MEEKS & COMPANY **Est. 1945**
17 South High Street
Columbus 15, Ohio **CA 8-5591**

PRINCIPALS: Jack N. Meeks, consultant; John B. Massey, fellow, Society of Actuaries; Edith Keenan, plan administrator; H. D. Taylor, plan administrator.

NEVILLE & COMPANY **Est. 1949**
1006 Brown-Marx Building
Birmingham 3, Alabama **Fairfax 4-1574**

PRINCIPAL: Edwin K. Neville, owner.

OFFICE: Fort Worth, Texas.

PENSION AND GROUP CONSULTANTS, INC. **Est. 1952**
311 Pike Street
Cincinnati 2, Ohio **CHerry 1-7895**

PRINCIPALS: William T. Earls, president; Russell L. Millman, vice-president and actuary; Richard H. Lucas, vice-president; James P. Walsh, vice-president; Miriam E. Nagel, secretary-treasurer.

PENSION PLANNERS OF BALTIMORE, INC. **Est. 1955**
100 St. Paul Street
Baltimore 2, Maryland **Mulberry 5-6688**

PRINCIPAL: Sigmund M. Hyman, president.

PENSION PLANNING COMPANY **Est. 1931**
625 Madison Avenue
New York 22, New York **TEmpleton 8-1500**

PRINCIPAL: Meyer M. Goldstein, executive director.

CLARENCE W. PETERSON Est. 1932
593 Market Street
San Francisco 5, California EXbrook 2-4404

RETIREMENT PLANNING COMPANY Est. 1946
510 Jones Building
Seattle 1, Washington Seneca 6020

PRINCIPAL: Sanford M. Bernbaum, president.

RETIREMENT PLANS, INC. Est. 1945
1 North La Salle Street
Chicago 2, Illinois RAndolph 6-3444

PRINCIPALS: Paul W. Cook, president; Samuel Quitman, vice-president; Lorraine Sinton, secretary-treasurer.

OFFICE: Cleveland, Ohio.

RON STEVER AND COMPANY Est. 1938
411 West 5th Street
Los Angeles 13, California Mutual 7364

PRINCIPALS: Ron Stever, president; Frederic C. Bradman, vice-president; W. L. Bradway, vice-president; Kenneth C. Stever, treasurer.

OFFICE: San Francisco, Calif.

THE VICTOR-WINTER AGENCY Est. 1935
345 Cedar Street
St. Paul 1, Minnesota CA 4-5544

PRINCIPALS: H. B. Victor, partner; N. F. Winter, partner.

CHARLES H. WEISS & ASSOCIATES, INC. Est. 1924
501 Fifth Avenue
New York 17, New York Murray Hill 7-0031

PRINCIPAL: Charles H. Weiss, president.

PERSONNEL MANAGEMENT CONSULTANTS (74)

(See also: Employee Relations)

AMERICAN INSTITUTE FOR RESEARCH Est. 1946
410 Amberson Avenue
Pittsburgh 32, Pennsylvania MUseum 1-8111

PRINCIPALS: John C. Flanagan, president; Harley O. Preston, director, Washington, D. C., office; Robert L. Weislogel, director, Albuquerque, New Mexico, office.

OFFICES: Albuquerque, N. M.; Washington, D. C.

ORVILLE E. ARMSTRONG & CO., INCORPORATED Est. 1952
55 West 42nd Street
New York 36, New York LOngacre 5-5676

PRINCIPALS: Orville E. Armstrong, president; Hoxie W. Smith, executive vice-president; W. Eugene Casey, vice-president; Ernest L. Pennington II, secretary-treasurer.

BOOZ, ALLEN & HAMILTON Est. 1914
135 South La Salle Street
Chicago 3, Illinois Financial 6-1900

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

H. H. CAREY Est. 1946
Architects Building
Philadelphia 3, Pennsylvania LOcust 7-7028

COLE & ASSOCIATES Est. 1956
No. 10 Post Office Square
Boston, Massachusetts Liberty 2-5507

PRINCIPAL: Ben S. Cole, principal partner.

COUNCIL FOR INDUSTRIAL SECURITY Est. 1952
435 North Michigan Avenue
Chicago 11, Illinois SUperior 7-6448

PRINCIPALS: Herschel W. Ward, managing director; Walter I. Lerche, president; Jean Dunnivant, vice-president.

V. W. EIMICKE ASSOCIATES Est. 1946
63 North Rockledge Road
Bronxville, New York Spencer 9-4925

PRINCIPALS: Victor W. Eimicke, executive director; Maxine Eimicke, assistant executive director.

OFFICE: London, England.

GARDNER & MYERS, INC. Est. 1956
2308 Wycliffe Avenue, S. W.
Roanoke 14, Virginia Diamond 5-8467

PRINCIPALS: George V. Gardner, president; J. W. Lawson, vice-president; W. G. Anderson, secretary; S. C. Gardner, treasurer; R. C. Cornett, associate; Roy Weaver, associate.

OFFICE: Richmond, Va.

INDUSTRIAL RELATIONS METHODS, INC. Est. 1942
405 Lexington Avenue
New York 17, New York Yukon 6-6036

PRINCIPAL: Richard S. Schultz, president.

McMURRY, HAMSTRA & COMPANY Est. 1943
332 South Michigan Avenue
Chicago 4, Illinois HArrison 7-5930

PRINCIPALS: Robert N. McMurry, president; R. H. Hamstra, vice-president; Mrs. Katherine S. Miller, secretary.

OFFICES: Los Angeles, Calif.; New York, N. Y.; San Antonio, Texas; San Francisco, Calif.

MRUK, SHEEHAN & ASSOCIATES Est. 1954
26-28 Empire Street
Providence 3, Rhode Island DExter 1-9687

PRINCIPALS: Edwin S. Mruk, partner; Miss Frances E. Sheehan, partner.

NICHOLSON-KOHN AND ASSOCIATES, INC. Est. 1956
9827 Clayton Road
St. Louis 17, Missouri Wy 3-9696

PRINCIPALS: David H. Nicholson, director; Nathan Kohn, Jr., director.

PERSONNEL ANALYSTS Est. 1954
14 Charlesgate West
Boston 15, Massachusetts KEnmore 6-3700

PRINCIPALS: Herbert P. Bearak, executive director; Ralph W. Fingar, consulting psychologist.

See Announcement page 17

Stevens, Thurow and Associates, Inc.

CONSULTANTS IN

PERSONNEL ADMINISTRATION

105 West Adams Street

Chicago 3, Illinois

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Our unique system of aisle elimination, proven since 1939, allows capacity increases by replacing wasteful aisles for rows of added storage equipment. YES, you can convert your existing equipment to

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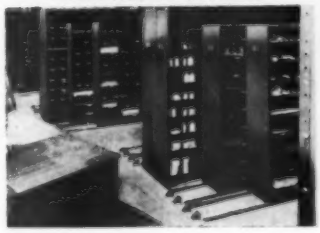

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319-18 Lexington Ave.
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BATHROOM BEAUTY BY NATCCO

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2415 NORTH PULASKI ROAD **CHICAGO 39, ILLINOIS**

PERSONNEL SERVICE CO., INC. **Est. 1922**
22 Light Street
Baltimore 2, Maryland **Sa 7-6670**

PRINCIPALS: James A. Cannon, president; J. Tyson Lee, vice-president.

PERSONNEL SURVEY ASSOCIATES **Est. 1944**
20 East Jackson Boulevard
Chicago 4, Illinois **WE 9-5768**

PRINCIPAL: Daniel D. Howard, president.

RETAIL CREDIT COMPANY **Est. 1899**
1600 Peachtree Street, Northeast
Post Office Box 4081, Atlanta 2, Georgia **Trinity 5-8321**

PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary and treasurer.

OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.

See Announcement page 23

SCHLEH ASSOCIATES, INC. **Est. 1948**
713 Northwestern Bank Building
Minneapolis 2, Minnesota **Fe 5-7743**

PRINCIPALS: Edward C. Schleh, president; Franklin G. Emrick, principal; Charles J. Olsen, principal; Frank M. Frenzel, principal.

SCIENCE RESEARCH ASSOCIATES, INC. **Est. 1938**
57 West Grand Avenue
Chicago 10, Illinois **WH 4-7552**

PRINCIPALS: Lyle M. Spencer, president; Lee D. Brown, executive vice-president; Jack K. Kough, vice-president, sales; M. A. Thompson, vice-president, operations; Robert Bauernfeind, vice-president and director of test department; Nancy Wimmer, secretary; Harry Metzger, controller.

See Announcement page 44

STEVENS, THUROW AND ASSOCIATES **Est. 1951**
105 West Adams Street
Chicago 3, Illinois **DE 2-6277**

PRINCIPALS: Samuel N. Stevens, president; Raymond A. Thurow, vice-president-treasurer; Adeline S. Pruyn, secretary, assistant treasurer.

OFFICE: Minneapolis, Minn.

See Announcement page 45

JOHN W. WILLARD AND ASSOCIATES **Est. 1957**
753 James Street
Syracuse 3, New York **Gr 47048**

PRINCIPAL: John W. Willard, owner.

PLANT LAYOUT AND DESIGN (75)

BROWN & BLAUVELT
468 Fourth Avenue
New York 16, New York **LExington 2-7580**

GROVER DIMOND ASSOCIATES, INC.
Endicott-on-Fourth Building
St. Paul 1, Minnesota **CApital 4-7835**

JOHN B. HARJU AND ASSOCIATES **Est. 1952**
1940 Hyland Avenue
Ferndale, Michigan **Li 3-2493**

PRINCIPALS: John B. Harju, owner; Albert Migdal, associate; Herbert Shellings, associate.

OFFICE: Detroit, Mich.

THEODORE J. KAUFFELD **Est. 1944**
150 Broadway
New York 38, New York **Digby 9-4488**

OFFICES: Morristown, N. J.; four more in New York, N. Y.

See Announcement page 4

PRODUCTION SYSTEMS, INC.
144 Moody Street
Waltham 54, Massachusetts

ROSS & COMPANY **Est. 1938**
441 Lexington Avenue
New York 17, New York **Murray Hill 2-2870**

PRINCIPAL: Gilbert I. Ross, partner.

HENRY SCHIPKE & ASSOCIATES **Est. 1954**
4016 Linden Hills Boulevard
Minneapolis 10, Minnesota **Walnut 2-6418**

PRINCIPALS: J. Henry Schipke, director; Eugene E. Moynagh, mechanical engineer.

SCIENTIFIC DESIGN COMPANY, INC. **Est. 1946**
2 Park Avenue
New York 16, New York **MUrray Hill 9-3176**

PRINCIPALS: Harry A. Rehnberg, president; Ralph Landau, executive vice-president; Thomas P. Brown, senior vice-president; Walter N. Alexander, senior vice-president.

W. B. SEMCO AND ASSOCIATES **Est. 1953**
8511 Sunset Boulevard
Los Angeles 46, California **OLeander 5-6870**

PRINCIPALS: W. B. Semco, president; Vincent Grizzelle, vice-president; Marvin Sweet, associate.

SESSIONS ENGINEERING COMPANY **Est. 1935**
1 North La Salle Street
Chicago 2, Illinois **CEntral 6-2207**

PRINCIPALS: H. J. Hemingway, president; Gustav Maass, vice-president, Minneapolis.

OFFICES: Minneapolis, Minn.; Washington, D. C.

THE W. LLOYD WALKER COMPANY **Est. 1953**
Post Office Box 264
Gardena, California **Davis 9-4330**

PRINCIPAL: W. Lloyd Walker, president.

PLANT PROTECTION ENGINEERS (76)

ASSOCIATED LICENSED DETECTIVES OF NEW YORK STATE, INC.
1834 Broadway **Est. 1947**
New York 23, New York **Clrcle 7-7990**

PRINCIPALS: Edward J. Blaney, president; Irving Shumbord, secretary; Alfred A. Greene, treasurer.

OFFICE: Utica, N. Y.

JOHN R. DAVIS ASSOCIATES Est. 1954
1000 South Kostner Avenue
Chicago 24, Illinois VAn Buren 6-3553

PRINCIPAL: John R. Davis, owner.

THE KANE SERVICE, INC. Est. 1911
510 North Dearborn Street
Chicago 10, Illinois MOhawk 4-6181

PRINCIPALS: R. W. O'Farrell, president; J. F. McNulty, Jr., vice-president; B. A. Kenny, secretary; F. D. McNulty, treasurer.

NATIONAL DETECTIVE AGENCIES, INC. Est. 1950
1009 H Street, N. W.
Washington 1, D. C. District 7-7272

PRINCIPALS: Chauncey T. James, president; Jessica Chloe James, vice-president and treasurer; Arthur Willcher, secretary.

PLANT RELOCATION CONSULTANTS (77)

ROBERT P. DANIELSON Est. 1949
525 Market Street
San Francisco 5, California GArfield 1-5524

JAMES WILLIAM GAYNOR Est. 1954
509 17th Street
Denver 20, Colorado Cherry 4-5967

PLANT SECURITY CONSULTANTS (78)

DALE SYSTEM, INC. Est. 1932
1790 Broadway
New York 19, New York Judson 6-1320

PRINCIPALS: Addison H. Verrill, president; Leonard S. Lowell, secretary; S. D. Astor, director, shortage control division.

OFFICES: Newark, N. J.; New Haven, Conn.; Rochester, N. Y.; Springfield, Mass.; Worcester, Mass.

DR. ROBERT WALLISH Est. 1951
Post Office Box 5496
Chicago 80, Illinois

See Announcement This Page

PROCESS ENGINEERING CONSULTANTS (79)

STRATEGIC-UDY PROCESSES, INC. Est. 1956
3986 Royal Avenue
Niagara Falls, New York 2-1279

PRINCIPALS: John C. Udd, president; Marvin J. Udy, vice-president; Raymond G. Brown, vice-president and general manager; Murray C. Udy, director of research.

PRODUCT RESEARCH AND DEVELOPMENT (80)

NORMAN APPLEZWEIG ASSOCIATES Est. 1947
131 Christopher Street
New York 14, New York ORegon 5-1860

PRINCIPALS: Norman Applezweig, principal; Marvin Cook, associate.

FRANK P. BLEIER Est. 1946
547 West Addison Street
Chicago 13, Illinois DIversey 8-8182

BOOZ, ALLEN & HAMILTON Est. 1914
135 South La Salle Street
Chicago 3, Illinois FInancial 6-1900

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

CHEMICAL RESEARCH ASSOCIATES Est. 1950
Essex Building
Bernardsville, New Jersey BErnardsville 8-1553

PRINCIPAL: Dr. J. Rinse, director and owner.

CHARLES DAVIDOFF Est. 1945
198 Broadway
New York 38, New York DIgby 9-3917

EVANS RESEARCH AND DEVELOPMENT CORPORATION Est. 1940
250 East 43rd Street
New York 17, New York Mu 3-0071

PRINCIPALS: Ralph L. Evans, president; Everett G. McDonough, executive vice-president.

ZUCE KOGAN ENGINEERS Est. 1925
5665 West Madison Street
Chicago 44, Illinois CO 1-0323

PRINCIPAL: Zuce Kogan, owner.

LA WALL AND HARRISSON RESEARCH LABORATORIES Est. 1870
1921 Walnut Street
Philadelphia 3, Pennsylvania Rittenhouse 6-4322

PRINCIPALS: Joseph W. E. Harrisson, director; E. W. Packman, associate director; D. D. Abbott, assistant director.

PRODUCT DEVELOPMENT CORPORATION Est. 1953
61 Batterymarch Street
Boston 10, Massachusetts Hu 2-0407

PRINCIPALS: John F. Rockett, Jr., president; Thomas V. Atwater, Jr., vice-president and treasurer; William B. Martz, vice-president.

OFFICE: Hartford, Conn.

SOUTHWEST RESEARCH INSTITUTE Est. 1947
8500 Culebra Road
San Antonio 6, Texas GEneral 2-5221

PRINCIPALS: Dr. Harold Vagtborg, president; Martin Goland, vice-president; S. H. Simpson, Jr., assistant vice-president.

SAM TOUR & COMPANY, INC. Est. 1943
44 Trinity Place
New York 6, New York Wh 3-3157

PRINCIPALS: Sam Tour, president; Paul Zoffman, technical supervisor; Frank St. Germain, metallurgist.

THE DONALD K. TRESSLER ASSOCIATES Est. 1943
74 North Compo Road
Westport, Connecticut Capital 7-6865

PRINCIPALS: Donald K. Tressler, president; Gerald A. Fitzgerald, vice-president and general manager; Lillian D. Farkes, food technologist.

UNITED STATES TESTING COMPANY, INC. Est. 1880
1415 Park Avenue
Hoboken, New Jersey SWarthmore 2-2400

PRINCIPALS: A. L. Brassell, president; H. M. Block, vice-president; J. A. Nary, vice-president; S. B. Walker, secretary and treasurer.

OFFICES: Boston, Mass.; Brownsville, Texas; Dallas, Texas; Denver, Colo.; Los Angeles, Calif.; Memphis, Tenn.; New York, N. Y.; Philadelphia, Pa.; Providence, R. I.; San Angelo, Texas.

WELLS LABORATORIES, INC. Est. 1948
25-27 Lewis Avenue
Jersey City 6, New Jersey OLdfield 3-1907

PRINCIPALS: Saul Frances, laboratory director; H. A. Birnbaum, chief microbiologist.

PRODUCTION MANAGEMENT (81)

ADVANCE ENGINEERING ASSOCIATES Est. 1947
608 South Dearborn Street
Chicago 5, Illinois HArrison 7-5618

PRINCIPAL: Joseph S. Kanarek, director.

BOOZ, ALLEN & HAMILTON Est. 1914
135 South La Salle Street
Chicago 3, Illinois FInancial 6-1900

PRINCIPALS: James L. Allen, partner; Edward J. Burnell, partner; Stuart M. Campbell, partner; Arnold F. Emch, partner; Joseph M. Kubert, partner; Robert Wise, partner; John W. Pocock, partner; George F. Hamson, partner; Lawrence L. Ellis, partner; Robert I. Hale, partner; John P. Gallagher, partner; Thornton

DR. ROBERT WALLISH
CONSULTING CRIMINOLOGIST
Plant Protection, Police, Security and Investigation Problems
P. O. Box 5496 - Chicago 80, Illinois

W. Snead, partner; Richard S. MacKenzie, partner; John E. Boetcher, partner; C. Wilson Randle, partner; James W. Bannon, partner; Harry L. Vincent, partner; George W. Jensen, partner; John C. Stetson, partner; John T. Shutack, partner; R. Conrad Jones, partner.

OFFICES: Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.; Philadelphia, Pa.; San Francisco, Calif.; Seattle, Wash.; Washington, D. C.

ALLEN J. SUTHERLAND & ASSOCIATES **Est. 1954**
3211 John Hancock Building
Boston 16, Massachusetts **Hancock 6-1459**

PRINCIPAL: Allen J. Sutherland, principal.

OFFICE: Gloucester, Mass.

PROFIT-SHARING CONSULTANTS (82)

(See also: Financial Management and Pension Planning)

BENEFIT PLANS CONSULTANTS **Est. 1953**
727 West Seventh Street
Los Angeles 17, California **VAndike 6151**

PRINCIPALS: William H. Siegmund, president; Katherine F. Watters, administration manager.

T. K. COBB ASSOCIATES **Est. 1955**
Security Life Building
Denver 2, Colorado **MA 3-1737**

PRINCIPAL: T. K. Cobb, managing partner.

EDWIN SHIELDS HEWITT AND ASSOCIATES **Est. 1940**
Libertyville, Illinois **Libertyville 2-4080**
Briargate 4-7500 from Chicago

PRINCIPALS: James A. Attwood, partner; Richard L. Diemer, partner; Edwin Shields Hewitt, partner; Jack Alan James, partner; Charles L. Kluss, partner; Gayle B. Mattingly, partner; Howard C. Meadors, partner; Melbourne H. Mudd, partner; Thomas H. Paine, partner; Rodger R. Patrick, partner; Howard L. Peck, partner.

OFFICE: Chicago, Ill.

HOLEFCA AND ASSOCIATES, INCORPORATED **Est. 1947**
549 East Jefferson Avenue
Detroit 26, Michigan **Woodward 2-6873**

PRINCIPALS: Dan S. Holefca, president; David T. White, vice-president; Omar Hansen, secretary-treasurer; Jean Woodruff, assistant treasurer.

OFFICES: Battle Creek, Mich.; Fort Lauderdale, Fla.; Grand Rapids, Mich.

SARTELL PRENTICE, JR. **Est. 1954**
300 Broadway
Dobbs Ferry, New York **DObbs Ferry 3-8560**

PROPERTY EVALUATION (83)

(See also: Appraisal and Auditing Engineers)

THE AMERICAN APPRAISAL COMPANY **Est. 1896**
525 East Michigan Street
Milwaukee 1, Wisconsin **Broadway 1-7240**

PRINCIPALS: A. B. Hossack, chairman and president; C. J. Schwingle, first vice-president; R. E. Jensen, vice-president and treasurer; H. G. Mueller, secretary; G. B. McCoy, controller.

OFFICES: Atlanta, Ga.; Baltimore, Md.; Boston, Mass.; Buffalo, N. Y.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Texas; Detroit, Mich.; Kansas City, Mo.; Los Angeles, Calif.; Milwaukee, Wis.; New Orleans, La.; Philadelphia, Pa.; Pittsburgh, Pa.; St. Louis, Mo.; San Francisco, Calif.

ALL ASPECTS OF
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ROBERT E. DEAN, M.A.
Licensed Psychologist

237 South Bellevue Blvd.
Memphis, Tennessee · Phone BRoadway 2-1928

HANSCO BUSINESS SURVEYS **Est. 1953**
1244 Russ Building
San Francisco 4, California **EX 7-0224**

PRINCIPAL: Corbet Hanchett, owner.

PSYCHOLOGISTS, INDUSTRIAL (84)

(See also: Aptitude Testing)

C. G. BROWNE **Est. 1948**
256 McKinley Road
Grosse Pointe 36, Michigan **Tuxedo 2-3581**

CALIFORNIA TEST BUREAU **Est. 1926**
5916 Hollywood Boulevard
Los Angeles 28, California **HO 3-2384**

PRINCIPALS: Ethel M. Clark, president; Willis W. Clark, executive vice-president; June C. Duran, administrative vice-president; Joics B. Stone, director, industrial psychological services.

OFFICES: Dallas, Texas; Madison, Wis.; New Cumberland, Pa.

ROBERT E. DEAN **Est. 1950**
237 South Bellevue Boulevard
Memphis 4, Tennessee **Broadway 2-1928**

See Announcement This Page

CHARLES S. DEWEY AND ASSOCIATES **Est. 1945**
135 South La Salle Street
Chicago 3, Illinois **FInancial 6-1177**

PRINCIPALS: Dr. Charles S. Dewey; Dr. Rebecca A. Dewey.

EDWARD GLASER & ASSOCIATES **Est. 1952**
595 East Colorado Boulevard
Pasadena, California **RYan 1-6789**

PRINCIPALS: Edward M. Glaser, managing partner; Robert F. Snowder, partner.

OFFICE: Berkeley, Calif.

E. F. GORDON & ASSOCIATES **Est. 1946**
8 South Dearborn Street
Chicago 3, Illinois **FRanklin 2-2329**

PRINCIPALS: Edwin F. Gordon, director; Jeanne A. Kapoun, associate; M. C. Marshall, associate; Walter G. Mockler, associate.

EDWARD N. HAY & ASSOCIATES, INC. **Est. 1947**
121 South Broad Street
Philadelphia 7, Pennsylvania **Kingsley 6-0235**

PRINCIPALS: Edward N. Hay, chairman of the board; Dale Purves, president; Milton L. Rock, vice-president; Charles W. G. Van Horn, director; John J. Grela, director; John S. Conant, principal; William Dall, principal; William F. Dinsmore, principal; George M. Vesselago, principal.

OFFICE: New York, N. Y.

HUMBER, MUNDIE & McCLARY **Est. 1952**
110 East Wisconsin Avenue
Milwaukee 2, Wisconsin **Broadway 1-6220**

PRINCIPALS: Dr. P. J. Mundie, partner; Dr. W. J. Humber, partner; Dr. J. D. McClary, partner.

OFFICE: Evanston, Ill.

WILLIAM KIR-STIMON & ASSOCIATES **Est. 1953**
209 Washington
Park Forest, Illinois **SK 6-1687**

PRINCIPAL: William Kir-Stimon.

SIDNEY W. KORAN ASSOCIATES **Est. 1946**
33 Ridge Drive
Port Washington, L. I., New York **PO 7-6234**

PRINCIPAL: Sidney W. Koran, president.

OFFICE: New York, N. Y.

DR. H. P. LONGSTAFF **Est. 1936**
1620 East River Terrace
Minneapolis 14, Minnesota **FE 5-6491**

JOHN R. MARTIN ASSOCIATES **Est. 1950**
99 Park Avenue
New York, New York **OXford 7-3695**

PRINCIPALS: Dr. John R. Martin, president; Dr. Charles Roth, vice-president; Dr. Louis Long, senior associate.

J. H. McQUAIG & COMPANY Est. 1947
The Statler Hotel
Buffalo, New York Grant 2264

PRINCIPALS: J. H. McQuaig, manager; A. B. Ferguson, assistant manager.

OFFICE: Toronto, Ont., Canada.

NORDLI, OGAN, WILSON ASSOCIATES Est. 1953
420 Lexington Avenue
New York 17, New York Murray Hill 2-5237

PRINCIPALS: Ralph W. Ogan, partner; J. Watson Wilson, partner; William Nordli, partner.

PERSONNEL ANALYSTS Est. 1954
14 Charlesgate West
Boston 15, Massachusetts KEnmore 6-3700

PRINCIPALS: Herbert P. Bearak, executive director; Ralph W. Fingar, consulting psychologist.

See Announcement page 17

THE PERSONNEL LABORATORY Est. 1937
221 North La Salle Street
Chicago 1, Illinois CEntral 6-7056

PRINCIPALS: Dr. Leroy N. Vernon, staff director; Miss Grace H. Vernon, partner.

OFFICE: Milwaukee, Wis.

THE PSYCHOLOGICAL CORPORATION Est. 1921
304 East 45th Street
New York 17, New York ORegon 9-7676
After March 15: ORegon 9-7070

PRINCIPALS: George K. Bennett, president; Albert D. Freiberg, director, division of marketing and social research; Harold Seashore, director, test division; Richard A. Fear, director, industrial division; Wimburn L. Wallace, director, professional examinations division; Henry H. Morgan, associate director, The Psychological Service Center.

PSYCHOLOGICAL SERVICE INSTITUTE Est. 1948
1122 Lovett Boulevard
Houston 6, Texas JA 6-2947

PRINCIPAL: William C. Ford, director.

PSYCHOLOGICAL SERVICES, INC. Est. 1952
909 West Jefferson Boulevard
Los Angeles 7, California RIchmond 7-6591

PRINCIPALS: Floyd L. Ruch, president; Franklin W. Gilchrist, vice-president; Neil D. Warren, secretary-treasurer.

RICHARDSON, BELLOWS, HENRY & COMPANY, INC. Est. 1945
1 West 57th Street
New York 19, New York Plaza 1-3330

PRINCIPALS: Dr. F. F. Bradshaw, president; S. S. Bruck, vice-president; Dr. H. A. Edgerton, vice-president; Dr. R. A. Katzell, vice-president; R. F. Moore, vice-president; C. P. Sparks, vice-president.

OFFICE: New Orleans, La.

TRADEWAYS, INC. Est. 1915
11 West 42nd Street
New York 36, New York Longacre 5-3286

PRINCIPALS: William H. Lough, president and director of sales development services; Willard M. Fox, vice-president and director of research services; Jesse S. Nirenberg, director of psychological services.

WESTERN PSYCHOLOGICAL SERVICES Est. 1948
10655 Santa Monica Boulevard
Los Angeles 25, California Granite 3-7732

PRINCIPAL: Kate F. Rexon, director and owner.

WILLIAM, LYNDE & WILLIAMS Est. 1952
113 East Washington Street
Painesville, Ohio ELmwood 2-3197

PRINCIPALS: Dr. William E. Brown, partner and treasurer; Dr. W. H. E. Geiger, partner; Dr. Robert W. Henderson, partner; Dr. Lynde C. Steckle, chairman and partner; Dr. Laurence E. Saddler, partner.

OFFICES: Ann Arbor, Mich.; Columbia, Mo.; Fort Worth, Texas; Lansdowne, Pa.; Terre Haute, Ind.; Whittier, Calif.

PUBLIC RELATIONS CONSULTANTS (85)

W. S. ADAMSON & ASSOCIATES Est. 1950
814 Walker Bank Building
Salt Lake City 11, Utah DAvis 2-0537

PRINCIPALS: W. S. Adamson, president; Nathan Berlin, account executive.

ALLIED PUBLIC RELATIONS ASSOCIATES, INC. Est. 1947
787 Fifth Avenue
New York 22, New York EL 5-6600

PRINCIPALS: David B. Charnay, chairman of the board; John A. Roosevelt, vice-chairman of the board; C. L. Summers, president; Maxwell Hamilton, senior executive vice-president.

OFFICE: Washington, D. C.

AMERICAN SURVEYS Est. 1947
2000 P Street, N. W.
Washington 6, D. C. HObart 2-2300

PRINCIPALS: Morris V. Rosenbloom, president; Ronda H. Robins, managing director.

PAUL S. AMIDON & ASSOCIATES, INC. Est. 1951
429 Plymouth Building
Minneapolis 3, Minnesota FEderal 3-5546

PRINCIPALS: Paul S. Amidon, president; Isabel G. Giddings, vice-president.

ASCHNER & McAULIFFE Est. 1957
10 East 44th Street
New York 17, New York OX 7-9550

PRINCIPALS: Ernest Aschner, partner; Michael McAuliffe, partner.

AYERS PUBLIC RELATIONS Est. 1951
216 Commonwealth Building
Denver 2, Colorado AComa 2-9245

PRINCIPALS: Richard K. Ayers, owner; Christine P. Ayers, associate.

JOHN EDWARD BAIRD Est. 1953
593 North Rossmore Avenue
Los Angeles 4, California HOllywood 7-6351

BARBER & BAAR ASSOCIATES, INC. Est. 1945
270 Madison Avenue
New York 16, New York MU 5-0862

PRINCIPALS: Stanley Baar, president; Philip W. Barber, board chairman; Thomas W. Casey, vice-president; H. W. McHose, vice-president; Alan Goff, vice-president.

BARKIN, HERMAN AND ASSOCIATES Est. 1945
735 North Water Street
Milwaukee 2, Wisconsin Broadway 1-7434

PRINCIPALS: Ben Barkin, partner; David A. Herman, partner.

OFFICES: Beverly Hills, Calif.; New York, N. Y.

EDDIE BASS AGENCY Est. 1953
1525 South Glenstone
Springfield, Missouri 2-2025

PRINCIPAL: Eddie Bass, owner.

MATTHEW A. R. BASSITY Est. 1952
10 East 39th Street
New York 16, New York Mu 5-5968

BAUS AND ROSS COMPANY Est. 1948
2796 West Eighth Street
Los Angeles 5, California DUnkirk 8-1107

PRINCIPALS: W. B. Ross, partner; H. M. Baus, partner.

OFFICE: Fresno, Calif.

JOHN H. BELFORD, JR. Est. 1954
111 East 3rd Street
Little Rock, Arkansas FRanklin 2-4447

BENNETT ASSOCIATES, INC. Est. 1952
6 East 45th Street
New York 17, New York MUrray Hill 7-2186

PRINCIPALS: Victor A. Bennett, president; Jack Galub, managing director.

OFFICES: Pemberton, Freeman, Bennett & Milne, Ltd., Montreal, Que., Canada; Toronto, Ont., Canada; London, England.

BENTLEY & LIVINGSTONE, INC. Est. 1938
220 South State Street
Chicago 4, Illinois WEbster 9-7439

PRINCIPALS: George D. Livingstone, president; E. W. Welch, secretary-treasurer.

THE BEVERIDGE ORGANIZATION Est. 1955
201 North Wells Street
Chicago 6, Illinois ANdover 3-0143

PRINCIPALS: Oscar M. Beveridge, owner; A. Douglas Lyke, associate.

MILT BONA & ASSOCIATES Est. 1946
1105 Broadway, Room 218
Vancouver, Washington Oxford 3-7261

PRINCIPAL: Milton Bona, owner.

GARDNER & JONES
Planning, supervision, and execution of public relations programs for corporations and associations
105 West Madison Street Chicago 2, Illinois

FELTON GORDON & ASSOCIATES
GENERAL PUBLIC RELATIONS COUNSEL
1322 Candler Building, Atlanta 3, Georgia
JAckson 4-7122
LOCAL, STATE, REGIONAL AND NATIONAL CLIENTS SINCE 1950

BRAUN & COMPANY — **Est. 1930**
3325 Wilshire Boulevard
Los Angeles 5, California — **DUnkirk 5-3481**

PRINCIPALS: T. W. Braun, president; R. Bruce Nathan, vice-president; O. D. Campbell, vice-president, New York; Gene Cooper, vice-president, Washington, D. C.; Cliff A. Miller, director of press relations.

OFFICES: New York, N. Y.; San Francisco, Calif.; Washington, D. C.; Winston-Salem, N. C.

AVERELL BROUGHTON — **Est. 1937**
105 West 55th Street
New York 19, New York — **Co 5-2914**

OFFICE: Cuernavaca, Morelos, Mexico.

EARLE PALMER BROWN AND ASSOCIATES — **Est. 1952**
Hotel Statler
Washington 13, D. C. — **Republic 7-8509**

PRINCIPALS: Earle Brown, owner; William Fitzgerald, associate; Roger Williams Dudley, associate; Mary Lou Tardio, associate.

WALTER J. BROWN — **Est. 1957**
256 Sutter Street
San Francisco 8, California — **GArfield 1-2735**

OFFICES: Los Angeles, Calif.; Sacramento, Calif.; San Diego, California.

FREDERICK G. BROWNELL & ASSOCIATES — **Est. 1951**
1937 Book Tower
Detroit 26, Michigan — **WOodward 5-7134**

PRINCIPAL: Frederick G. Brownell, owner.

THE CHARLES BRUNELLE COMPANY — **Est. 1941**
37 Lewis Street
Hartford 3, Connecticut — **JAckson 7-0726**

PRINCIPALS: Charles Brunelle, president; Harry W. Knettell, vice-president.

BRYAN AND NORRIS — **Est. 1956**
250 West 57th Street
New York 19, New York — **COlumbus 5-0086**

PRINCIPALS: James E. Bryan, partner; Randall Norris, partner.

VERNE BURNETT ASSOCIATES — **Est. 1944**
522 Fifth Avenue
New York 36, New York — **Murray Hill 7-9030**

PRINCIPALS: Verne Burnett, partner; Laura Burnett, partner.

BURSON-MARSTELLER ASSOCIATES, INC. — **Est. 1946**
800 Second Avenue
New York 17, New York — **YUkon 6-6166**

PRINCIPALS: Harold Burson, president; William A. Marsteller, vice-president; Elias Buchwald, vice-president; Samuel W. Baker, vice-president; Aubrey O. Cookman, vice-president, Chicago; George Thomas, vice-president, Pittsburgh.

OFFICES: Chicago, Ill.; Houston, Texas; Pittsburgh, Pa.

ROBERT K. BUTCHER & ASSOCIATES
1416 Slattery Building
Shreveport, Louisiana

PRINCIPAL: Robert K. Butcher, owner.

THE CAIN ORGANIZATION, INC. — **Est. 1946**
3906 Lemmon Avenue
Dallas 19, Texas — **LA 6-8751**

PRINCIPALS: Paul Cain, president; B. L. Hughes, vice-president; Marion Lindell, secretary; Bennie Swenson, vice-president; Jack McKenzie, vice-president; Maxwell Ewing, vice-president; Wick Fowler, vice-president.

OFFICES: Fort Worth, Texas; Galveston, Texas.

CARRIERE AND JOBSON, INC. — **Est. 1954**
9 Rockefeller Plaza
New York 20, New York — **CI 6-0057**

PRINCIPALS: Albert Carriere, president; Marian Jobson, chairman.

OFFICE: Chicago, Ill.

CLEARY-STRAUSS & IRWIN — **Est. 1947**
1258 North LaBrea Avenue
Los Angeles 38, California — **HOllywood 2-6486**

PRINCIPALS: Chip Cleary, president; John Strauss, secretary-treasurer; Ben Irwin, vice-president; Richard Carter, vice-president.

OFFICES: New York, N. Y.; Washington, D. C.

HARRY COLEMAN & COMPANY — **Est. 1945**
664 North Michigan Avenue
Chicago 11, Illinois — **MOhawk 4-3883**

PRINCIPALS: Harry M. Coleman, president-treasurer; George E. Van Hagen, vice-president; Rita McElligott, secretary.

THE J. V. CONNOLLY COMPANY — **Est. 1957**
521 Fifth Avenue
New York 17, New York — **MUrray Hill 7-5490**

PRINCIPALS: J. V. Connolly, Jr., president and general partner; Violette T. Martens, partner.

REX M. CORFMAN — **Est. 1954**
Waverly Road, North
Chesterton, Indiana — **Chesterton 9-5172**

PRINCIPALS: Rex M. Corfman, partner; L. M. Cullen, partner.

SEWARD COVERT & ASSOCIATES — **Est. 1941**
530 Leader Building
Cleveland 14, Ohio — **SUperior 1-1343**

PRINCIPALS: Seward A. Covert, president; Alfred K. Murway, senior associate.

TED COX ASSOCIATES — **Est. 1955**
360 North Michigan Avenue
Chicago 1, Illinois — **CEntral 6-7796**

PRINCIPALS: Ted Cox, president; Bernard E. Ury, editorial director.

CURTIS BILLINGS & ASSOCIATES — **Est. 1944**
10 South La Salle Street
Chicago 3, Illinois — **STate 2-5732**

PRINCIPAL: Brace Pattou, owner.

AARON D. CUSHMAN AND ASSOCIATES — **Est. 1949**
333 North Michigan Avenue
Chicago 14, Illinois — **ANdover 3-0260**

PRINCIPAL: Sherman H. Wolf, vice-president.

OFFICES: Miami, Fla.; New York, N. Y.

CHARLES DAHLE — **Est. 1948**
Russ Building
San Francisco 4, California — **YUkon 2-0777**

F. GORDON DAVIS AND ASSOCIATES — **Est. 1946**
1152 Buckingham Road
Birmingham, Michigan — **MIdwest 6-6777**

PRINCIPAL: F. Gordon Davis, proprietor.

OFFICE: Cleveland, Ohio.

DEGNAN, SOLON AND COOK — **Est. 1951**
518 Jefferson Avenue
Toledo 4, Ohio — **CHerry 1-4192**

PRINCIPALS: Daniel D. Degnan, partner; Faustin J. Solon, Jr., partner; Zeke Cook, chief account executive.

DURKIN & RADER, INC. — **Est. 1956**
53 West Jackson Boulevard
Chicago 4, Illinois — **WAbash 2-8300**

PRINCIPALS: Douglas O. Durkin, president; Douglas Rader, vice-president; E. R. Durkin, secretary.

ROBERT D. ECKHOUSE & ASSOCIATES
1125 Madison Avenue
New York 28, New York — **LEhigh 5-1150**

PRINCIPAL: Robert D. Eckhouse, president.

OFFICES: Chicago, Ill.; Los Angeles, Calif.; Washington, D. C.

DANIEL J. EDELMAN AND ASSOCIATES, INC. Est. 1952
Merchandise Mart Plaza
Chicago 54, Illinois MIchigan 2-1102

PRINCIPAL: Daniel J. Edelman, president.

OFFICE: New York, N. Y.

IRVIN L. EDELSTEIN ASSOCIATES Est. 1948
506 Madison Avenue
Toledo, Ohio CHerry 2-9392

PRINCIPAL: Irvin L. Edelstein, president.

EDEN AND ASSOCIATES Est. 1954
420 Superior Avenue, Northeast
Cleveland 14, Ohio SUperior 1-1434

PRINCIPALS: Paul L. Eden, owner and principal; George Z. Griswold, associate.

WILLIAM C. ESTLER Est. 1956
965 Lincoln Avenue
Palo Alto, California DAvenport 5-3375

EXECUTIVE RESEARCH, INC. Est. 1946
1111 Wilshire Boulevard
Los Angeles 17, California Michigan 4081

PRINCIPALS: E. Harden Bishop, president; David U. Snyder, vice-president in charge, New York.

OFFICE: New York, N. Y.

THE FIRM OF EMILY S. NATHAN-HELEN ERSKINE Est. 1938
250 West 57th Street
New York 19, New York Circle 5-5917

PRINCIPALS: Emily S. Nathan, partner; Helen Erskine, partner.

FISCAL INFORMATION SERVICE Est. 1949
33 Rector Street
New York 6, New York Bowling Green 9-3777

PRINCIPALS: Joachim Silbermann, owner; Joseph E. Sales, associate; Thomas Balmer, associate.

FITZGERALD AND COOKE Est. 1953
Prudential Plaza
Chicago 1, Illinois MIchigan 2-1115

PRINCIPALS: Gerald F. Fitzgerald, partner; James F. Cooke, partner.

FLEISHMAN-HILLARD, INC. Est. 1946
407 North Eighth Street
St. Louis 1, Missouri CEntral 1-1733

PRINCIPALS: Alfred Fleishman, president; Robert E. Hillard, executive vice-president; Martin P. Quigley, vice-president; Harry B. Wilson, vice-president; J. K. Beisman, secretary-treasurer.

OFFICE: Fort Wayne, Ind.

FLYNN-FOX
86 Merrick Way
Coral Gables, Florida

PRINCIPALS: Stephen J. Flynn, president; Franklin J. Fox, secretary-treasurer.

THOMAS M. FORISTALL ASSOCIATES Est. 1946
70 East 45th Street
New York 17, New York MU 5-5917

PRINCIPALS: Thomas M. Foristall, partner; John S. Bowen, partner.

OFFICES: Boston, Mass.; Los Angeles, Calif.; Tulsa, Okla.

HAROLD FRIEDMAN & ASSOCIATES Est. 1944
60 Park Place
Newark 2, New Jersey MArket 3-3950

PRINCIPALS: Harold Friedman, owner; Bruce D. Friedman, associate; Davis Weiss, associate; Shirley S. Reagan, office manager.

GARDNER & JONES Est. 1947
105 West Madison Street
Chicago 2, Illinois STate 2-5004

PRINCIPALS: Robert H. Gardner, partner; Scott Jones, partner.

See Announcement page 50

I. V. GELLIS ASSOCIATES Est. 1955
11 West 42nd Street
New York 36, New York LO 5-3977

PRINCIPALS: Irving V. Gellis, president; Pamela V. Gellis, vice-president.

GENERAL PUBLIC RELATIONS, INC.
444 Madison Avenue
New York 22, New York Murray Hill 8-1100

PRINCIPALS: W. R. Baker, Jr., chairman; Ward Stevenson, president; Burns W. Lee, executive vice-president; Harry L. Carlson, vice-president; A. M. Gilbert, secretary; Ralph Neuman, treasurer.

OFFICE: Los Angeles, Calif.

HAROLD W. GIBBS Est. 1950
307 North Michigan Avenue
Chicago 1, Illinois FInancial 6-3533

GLASSNER & ASSOCIATES Est. 1944
35 East Wacker Drive
Chicago 1, Illinois FRanklin 2-2775

PRINCIPAL: Lewis M. Glassner, principal.

GONSER AND GERBER Est. 1950
38 South Dearborn Street
Chicago 3, Illinois ANdover 3-6155

PRINCIPALS: Thomas A. Gonser, partner; J. Jay Gerber, partner.

RONALD GOODMAN PUBLIC RELATIONS COUNSEL Est. 1954
Chicago Daily News Building
Chicago 6, Illinois RAndolph 6-9266

PRINCIPAL: Ronald Goodman, owner.

FELTON GORDON & ASSOCIATES Est. 1950
1322 Candler Building
Atlanta 3, Georgia JAckson 4-7122

PRINCIPAL: Felton H. Gordon.

See Announcement page 50

JESSE GORDON Est. 1950
333 Sixth Avenue
New York 14, New York CHelsea 2-8525

GOULD, BLIEDEN & MANLEY Est. 1946
562 Lafayette
Baton Rouge, Louisiana Dickens 2-1126

PRINCIPALS: Jack Gould, partner; Robert Blieden, partner; Conrad Manley, partner.

ARTHUR L. GREENE Est. 1928
152 West 42nd Street
New York 36, New York WIsconsin 7-1716

A. C. HAMAKER & COMPANY Est. 1941
518 North Evans Street
Tecumseh, Michigan Tecumseh 857

PRINCIPAL: Ambrose C. Hamaker, owner.

DRUCILLA HANDY COMPANY Est. 1956
Merchandise Mart
Chicago 54, Illinois MIchigan 2-8550

PRINCIPALS: Drucilla Handy, president; Alicia Kay Smith, vice-president; Robert M. Redinger, treasurer; Margaret Rumely, secretary.

OFFICE: Los Angeles, Calif.

JAMES R. HANSON Est. 1956
706 Chestnut Street
St. Louis 1, Missouri MAin 1-6578

HARRY C. HARPER Est. 1948
3616 Main Street
Riverside, California OVerland 3-4600

HARSHE-ROTMAN, INC. Est. 1931
8 South Dearborn Street
Chicago 3, Illinois FRanklin 2-5100

PRINCIPALS: Morris B. Rotman, president; Alfred M. Gertler, vice-president and editorial director; Leroy J. Bieringer, executive vice-president; William Flanagan, vice-president; Robert I. Salins, vice-president; Samuel Austin, vice-president; A. J. Rose, general manager.

OFFICES: Los Angeles, Calif.; New York, N. Y.; Rochester, N. Y.

MARGARET HERBST Est. 1951
101 Park Avenue
New York 17, New York MU 5-5917

EDWARD HOWARD AND COMPANY Est. 1924
1430 Union Commerce Building
Cleveland 14, Ohio Main 1-7640

PRINCIPALS: Edward D. Howard III, partner; James S. Howard, partner.

DWIGHT HUNTER ASSOCIATES Est. 1956
709 Vaughn Building
Dallas 1, Texas RI 7-1331

PRINCIPAL: Dwight Hunter, owner.

INTERCONTINENTAL PUBLIC RELATIONS, INC. Est. 1947
640 Fifth Avenue
New York 19, New York Ju 2-7540

PRINCIPALS: Robert J. Sullivan, president; Edward Gottlieb, treasurer.

JAMES W. IRWIN Est. 1944
320 Oakdale Avenue
Chicago 14, Illinois GRaceland 2-3766

PRINCIPALS: James W. Irwin, partner; Loretta M. Irwin, partner.

ANDREW F. JACKSON & ASSOCIATES Est. 1948
918 F Street, N. W.
Washington, D. C. EX 3-1584

PRINCIPALS: Andrew F. Jackson, president; Mrs. Andrew F. Jackson, secretary.

LAWRENCE JEPPSON ASSOCIATES Est. 1957
1747 K Street, N. W.
Washington 6, D. C. MEtropolitan 8-3840

PRINCIPALS: Lawrence Jeppson, proprietor; George R. Hyde, manager, Washington relations; Jane Braley, account executive; Eugene Galasso, director of visual communications.

OFFICE: New York, N. Y.

EUGENE H. KONE Est. 1956
280 Knollwood Drive
New Haven 15, Connecticut FUlton 7-1460

WILLIAM KOSTKA AND ASSOCIATES, INC. Est. 1948
1740 Broadway
Denver 2, Colorado Amherst 6-2696

PRINCIPAL: William Kostka, president.

THE JOHN LaCERDA AGENCY, INC. Est. 1948
1500 Walnut Street
Philadelphia 2, Pennsylvania Pennypacker 5-1834

PRINCIPAL: John LaCerda, president.

IVY LEE, JR. Est. 1947
1661 Russ Building
San Francisco 4, California Sutter 1-3282

THE PHILIP LESLY COMPANY Est. 1947
100 West Monroe Street
Chicago 3, Illinois CEntral 6-9520

PRINCIPALS: Philip Lesly, president; Ken Jackson, executive vice-president; A. R. Roalman, vice-president; Alice Carey, vice-president; Edwin Blanchard, vice-president, New York.

OFFICES: Los Angeles, Calif.; New York, N. Y.

J. P. LOHMAN ORGANIZATION Est. 1938
9 East 45th Street
New York 17, New York MUrray Hill 7-3330

PRINCIPALS: J. P. Lohman, partner; Arthur J. Lohman, partner; Bernard Kaplan, partner.

ROY MADISON ASSOCIATES Est. 1949
1010 Enquirer Building
Cincinnati 2, Ohio Main 1-2020

PRINCIPAL: LeRoy W. Madison, owner.

MILTON S. MALAKOFF Est. 1947
133 Southeast First Avenue
Miami 32, Florida FRanklin 3-0180

FARLEY MANNING ASSOCIATES Est. 1954
342 Madison Avenue
New York 17, New York OXford 7-7292

PRINCIPALS: Farley Manning, partner; Roger Kafka, partner.

THE MANNING PUBLIC RELATIONS FIRM Est. 1951
25 East 73rd Street
New York 21, New York LEhigh 5-6100

PRINCIPALS: Elizabeth M. Manning, president; Jack Frost, executive vice-president; Barbara M. Findlay, vice-president; Sheldon Zalaznick, vice-president; Edward J. Foley, treasurer.

OFFICE: New York, N. Y.

MAYER AND O'BRIEN, INC. Est. 1929
435 North Michigan Avenue
Chicago 11, Illinois SUperior 7-6670

PRINCIPALS: Howard G. Mayer, chairman; Dale O'Brien, president; Ross DeLue, vice-president; Charles Vance, secretary.

OFFICE: Los Angeles, Calif.

RAYMOND C. MAYER & ASSOCIATES Est. 1914
36 West 46th Street
New York 36, New York Circle 7-3649

PRINCIPALS: Raymond C. Mayer, Sr., owner; Raymond C. Mayer, Jr., chief account executive.

JOSEPH MAYERS AND COMPANY Est. 1957
20 Branford Place
Newark 2, New Jersey Mitchell 2-5425

PRINCIPALS: Joseph Mayers, Jr., president; Franklin Romaine, account executive.

P. J. McCARTHY & ASSOCIATES Est. 1952
30 North La Salle Street
Chicago 2, Illinois DEarborn 2-1477

PRINCIPAL: Patrick J. McCarthy, owner.

McCORMICK ASSOCIATES INCORPORATED Est. 1956
1300 Wyatt Building
Washington 5, D. C. STerling 3-4244

PRINCIPALS: Robert L. L. McCormick, president; Louis J. Burns, Jr., vice-president and treasurer; John L. McCormick, director; Stephen Mulvey, director.

ORVILLE McDONALD ASSOCIATES Est. 1950
2102 Jackson Street
Dallas 1, Texas RI 7-2693

PRINCIPALS: Orville L. McDonald, president; W. C. Koontz, vice-president (administrative); Ann Cohen, vice-president.

McKEE AND ASSOCIATES Est. 1954
1500 Jackson Street
Dallas 1, Texas RIverside 8-2526

PRINCIPALS: Thomas Hudson McKee, senior partner; Nancy McKee, junior partner; Joan McKee, junior partner.

ROBERT T. McNAMARA Est. 1953
2209 Terminal Tower
Cleveland 13, Ohio CHerry 1-0340

THE J. HUGH McNEILL PUBLIC RELATIONS COUNSELLORS
25 North Thirty-First Street, Paxtang Est. 1954
Harrisburg, Pennsylvania CEdar 3-7352

PRINCIPAL: J. Hugh McNeill, owner.

J. W. MILFORD & COMPANY, INC. Est. 1939
55 West 42nd Street
New York 36, New York WIsconsin 7-5968

PRINCIPAL: John W. Milford, president.

LEO MILLER ASSOCIATES Est. 1953
44 East State Street
Westport, Connecticut CApital 7-7241

PRINCIPAL: Leo Miller, owner.

EDWARD K. MOSS, INC. Est. 1953
1025 Connecticut Avenue
Washington 6, D. C. STerling 3-7393

PRINCIPALS: Edward K. Moss, president; Stephan H. Alex, executive vice-president; Julia T. Cellini, vice-president.

OFFICES: New York, N. Y.; Paris, France; Rome, Italy.

JOHN MOYNAHAN & ASSOCIATES Est. 1948
380 Madison Avenue
New York 17, New York MU 7-2545

PRINCIPALS: John F. Moynahan, principal; Jack F. Ramsberger, senior associate; Merrill C. Phillips, senior associate; Walter V. Carty, senior associate; Chester Bahn, Jr., associate; Jean Potter, associate; Ralph Maloney, associate; Blake Holcomb, associate.

OFFICE: Newark, N. J.

WIN NATHANSON & ASSOCIATES, INC. Est. 1932
60 East 42nd Street
New York 17, New York MUrray Hill 2-6560

PRINCIPAL: Win Nathanson, president.

LLOYD W. NELSON, INC. Est. 1945
501 Syndicate Building
Minneapolis 2, Minnesota FEderal 8-4753

PRINCIPAL: Lloyd W. Nelson, president and treasurer.

NEWKIRK & WHALEN Est. 1954
Shamrock Hilton Hotel
Houston, Texas MO 5-5528

PRINCIPALS: W. S. Newkirk, president; J. E. Whalen, vice-president; Roy J. Grimse, account executive.

NEWMYER ASSOCIATES Est. 1955
1000 Vermont Avenue, N. W.
Washington 5, D. C. District 7-9200

PRINCIPALS: Arthur G. Newmyer, Jr., partner; James M. Newmyer, partner.

NEWSOME & COMPANY, INC. Est. 1946
814 Statler Office Building
Boston 16, Massachusetts LIberty 2-3720

PRINCIPAL: Paul A. Newsome, president.

OPINION BUILDERS INCORPORATED Est. 1931
52 Vanderbilt Avenue
New York 17, New York Murray Hill 6-0342

PRINCIPALS: Dudley L. Parsons, chairman of the board; Robert Nathans, president.

HAROLD L. ORAM, INC. Est. 1940
8 West 40th Street
New York 18, New York La 4-6700

PRINCIPALS: Harold L. Oram, president; Frank C. Montero, vice-president; Marvin Liebman, vice-president; Mrs. Anna C. Frank, secretary.

PENDRAY & COOK Est. 1944
55 West 42nd Street
New York 36, New York LOngacre 4-0595

PRINCIPALS: G. Edward Pendray, partner; William W. Cook, partner.

MAURICE G. POSTLEY Est. 1946
214 East 41st Street
New York 17, New York Murray Hill 7-4164

PUBLIC RELATIONS AIDS Est. 1955
111 Baltimore Street
Gettysburg, Pennsylvania 1198

PRINCIPAL: James L. Hafer, president.

THE PUBLIC RELATIONS BOARD Est. 1948
75 East Wacker Drive
Chicago 1, Illinois RA 6-2891

PRINCIPALS: Lee Schooler, president; R. D. Isaacs, executive vice-president; S. A. Frankel, vice-president; B. J. Stearns, vice-president; B. Humphrey, vice-president; I. K. Teven, vice-president; B. Zollo, vice-president.

OFFICES: New York, N. Y.; Washington, D. C.

PUBLIC RELATIONS COUNSEL SERVICE Est. 1946
57 Cooley Drive
Longmeadow 6, Massachusetts LOcust 7-5423

PRINCIPAL: Reginald J. Alden, president.

OFFICES: Springfield, Mass.; Bennington, Vt. (after June 1st).

PUBLIC RELATIONS INSTITUTE OF THE WEST Est. 1944
310 Linfield Drive
Menlo Park, California DAvenport 3-7384

PRINCIPAL: Rex F. Harlow, president.

PUBLIC RELATIONS RESEARCH ASSOCIATES, INC. Est. 1935
Dupont Circle Building
Washington 6, D. C. DUpont 7-7608

PRINCIPALS: Raymond W. Miller, president; John Phillips, vice-president; William A. Nielander, vice-president; Robert W. Miller, secretary-treasurer.

OFFICES: Boston, Mass.; Ottawa, Canada.

PURSELL PUBLIC RELATIONS Est. 1947
30 North La Salle Street
Chicago 2, Illinois ANdover 3-4661

PRINCIPAL: Warren Pursell, president.

THE H. P. QUADLAND COMPANY Est. 1952
10 East 43rd Street
New York 17, New York MUrray Hill 7-2876

PRINCIPALS: H. P. Quadland, owner; Wendell Buck, associate.

VIRGIL L. RANKIN ASSOCIATES Est. 1925
Post Office Box 99
Babson Park 57, Massachusetts WEllesley 5-7154

PRINCIPALS: Virgil L. Rankin, president; M. E. Rankin, secretary-treasurer.

JAMES H. RAPORT COMPANY Est. 1949
606 South Hill Street
Los Angeles 14, California Vandike 6471

PRINCIPAL: James H. Raport, president.

OFFICE: San Francisco, Calif.

BERNARD RELIN & ASSOCIATES, INC. Est. 1941
654 Madison Avenue
New York 21, New York TEmpleton 8-7800

PRINCIPALS: Bernard Relin, chairman of the board; William T. Bostelman, president.

VIRGINIA RIDGWAY Est. 1950
920 Commerce Building
Corpus Christi, Texas TU 2-5408

PAUL RIDINGS Est. 1955
3467 West Freeway
Fort Worth 7, Texas PErshing 8-6501

LEE-MUIRON ROUSSEAU PUBLIC RELATIONS Est. 1945
580 Fifth Avenue
New York 36, New York Plaza 7-3770

PRINCIPALS: Lee-muiron Rousseau, owner; L. Winston, associate; Cathy Downs, associate; Katherine Fieldsen, associate; T. Robers, associate; R. Strickland, associate.

OFFICE: Boonton, N. J.

JOHN ROUSSELOT & ASSOCIATES, INC. Est. 1955
714 South Hill Street, Suite 405
Los Angeles 14, California TRinity 3071

PRINCIPALS: John H. Rousselot, president; Julius Leetham; Tom E. Smith, assistant to president; Robert Emett.

RUDER & FINN INCORPORATED Est. 1948
130 East 59th Street
New York 22, New York PL 9-1800

PRINCIPALS: William Ruder, chairman of the board; David Finn, president; Paul B. Zucker, senior vice-president.

CARL RUFF ASSOCIATES, INC. Est. 1947
15 West 46th Street
New York 36, New York JUdson 2-3570

PRINCIPAL: Carl Ruff, president.

REUBEN RYDING Est. 1950
438 Book Building
Detroit 26, Michigan WO 5-2939

SCHALER BUTLER ASSOCIATES Est. 1948
1028 Connecticut Avenue, N. W.
Washington 6, D. C. REpublic 7-4400

PRINCIPALS: Elizabeth S. Schaler, principal; Kenneth E. Beer, manager, New York; Baldhard G. Falk, manager, San Francisco.

OFFICES: New York, N. Y.; San Francisco, Calif.; Berlin-Wilmersdorf, Germany.

ARTHUR SCHMIDT & ASSOCIATES, INC. Est. 1955
342 Madison Avenue
New York 17, New York MUrray Hill 2-9142

PRINCIPALS: Arthur A. Schmidt, president; Robert B. Mackall, vice-president; Martin Zausner, vice-president.

NORMAN A. SCHORR & COMPANY Est. 1952
369 Lexington Avenue
New York 17, New York Lexington 2-0428

PRINCIPAL: Norman A. Schorr, president.

OFFICE: San Francisco, Calif.

WILL SCHOYER & COMPANY Est. 1939
304 Ross Street
Pittsburgh 19, Pennsylvania GRant 1-9411

PRINCIPAL: William T. Schoyer, owner.

SCHRAM, REINER, OLSON, INC. Est. 1947
611 Olive Street
St. Louis 1, Missouri MAin 1-4533

PRINCIPALS: Bernard K. Schram, president; Martha A. Olson, executive vice-president; Anthony J. Reiner, vice-president and treasurer; Vion P. Schram, vice-president and secretary.

SCOTT-LIEBMAN ADVERTISING Est. 1948
721 Grand Theatre Building
Atlanta 3, Georgia JAckson 3-5991

PRINCIPALS: Mrs. Marjorie U. Liebman, partner; Miss Deezy Scott, partner; Miss Nancy Idrau, secretary.

J. L. S. SCRYMGEOUR Est. 1932
1004 East Jefferson
Detroit 7, Michigan WOodward 1-0103

SELVAGE & LEE, INC. Est. 1938
500 Fifth Avenue
New York 36, New York OXford 5-6200

PRINCIPALS: James P. Selvage, president; Morris M. Lee, Jr., executive vice-president; L. J. Turner, vice-president; F. E. Hewens, vice-president; Stuart Little, vice-president.

OFFICES: Chicago, Ill.; Washington, D. C.

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consultants

williams
business service, inc.
347 fifth avenue
new york 16, n. y.
oregon 9-5677
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PHILLIPS MARKETWAYS, INC.
37 S. Wabash Ave., Chicago RAndolph 6-3620 OR 331 Madison Ave., New York City MUrray Hill 2-5237
for
- SALES MANAGEMENT CONSULTING
- SALES TRAINING
- RECRUITING AND SELECTION PROGRAMS

LAWRENCE H. SELZ ORGANIZATION, INC. Est. 1928
221 North La Salle Street
Chicago 1, Illinois CEntral 6-8800

PRINCIPALS: Lawrence H. Selz, president; Gilbert H. Fuller, vice-president; Lee Seabolt, vice-president.

LEMOINE SKINNER, JR. Est. 1949
320 North Fourth Street
St. Louis 2, Missouri MAin 1-0786

WESTON SMITH ASSOCIATES Est. 1956
33 Rector Street
New York 6, New York HAnover 2-8160

PRINCIPALS: Weston Smith, managing director; Marion Law, Jr., public relations director; Patricia Brogan, secretary and treasurer.

FRANK THOMAS ASSOCIATES Est. 1955
33 East 43rd Street
New York 17, New York Lexington 2-1968

PRINCIPALS: Frank P. Thomas, president; R. H. Thomas, associate; J. E. Thomas, associate.

HARRY TURNER AND ASSOCIATES, INC. Est. 1932
1801 Gage Boulevard
Topeka, Kansas CEntral 2-8291

PRINCIPALS: Harry Turner, president; N. E. Turner, vice-president; R. B. Long, secretary and treasurer.

VanSANT, DUGDALE & CO., INC., PUBLIC RELATIONS DIVISION
15 East Fayette Street Est. 1956
Baltimore 2, Maryland Lexington 9-5400

PRINCIPAL: Ben L. Williams, manager.

JUSTIN R. WEDDELL ASSOCIATES Est. 1954
616 Brent Annex
Pensacola, Florida HEmlock 8-0636

PRINCIPALS: Justin R. Weddell, senior partner; Julia A. Johnson, partner; Maynard Stitt, partner; John H. Appleyard, partner.

OFFICE: Jacksonville, Fla.

WINTER & WINTER Est. 1926
311 Pike Street
Cincinnati 2, Ohio PArkway 1-2864

PRINCIPALS: Earl J. Winter, principal; George E. Winter, manager, Cleveland.

OFFICE: Cleveland, Ohio.

WOLCOTT & ASSOCIATES, INC. Est. 1951
1308 Wilshire Boulevard
Los Angeles 17, California DUnkirk 5-5351

PRINCIPALS: Robert B. Wolcott, Jr., president; Donald A. Carlson, vice-president; Charles A. Dager, vice-president.

OFFICE: San Francisco, Calif.

JOHN YEZBAK & COMPANY Est. 1950
1740 East 12th Street
Cleveland 14, Ohio PRospect 1-4282

PRINCIPALS: John Yezbak, owner; John Nassif, general manager; Robert Walter, treasurer; Mary Kmit, secretary.

G. W. YOUNG Est. 1950
25 South Main Street
Dayton 2, Ohio BAldwin 8-0046

PURCHASING CONSULTANTS (86)

CONSUMERS UNION OF U. S., INC. Est. 1936
Mount Vernon, New York MOunt Vernon 4-6400

QUALITY CONTROL ENGINEERS (87)

HERBERT ARKIN Est. 1940
17 Lexington Avenue
New York 10, New York Oregon 3-7700

BERNARD HECHT & ASSOCIATES Est. 1952
5410 Wilshire Boulevard
Los Angeles 36, California WEbster 8-0121

PRINCIPAL: Bernard Hecht.

ALBERT PLEYDELL ASSOCIATES, INC.
15 Park Row
New York 38, New York WOrth 2-4323

REAL ESTATE CONSULTANTS (88)

W. H. BALLARD COMPANY Est. 1917
45 Milk Street
Boston 9, Massachusetts Liberty 2-6640

PRINCIPALS: William S. Ballard, president; J. C. Clifton, vice-president; H. F. Gibbs, Jr., vice-president.

RECORDS MANAGEMENT (89)

RECORD CONTROLS, INC. Est. 1915
209 South La Salle Street
Chicago 4, Illinois RAndolph 6-3469

PRINCIPALS: Miss Bertha M. Weeks, president and treasurer; Mrs. Marjorie T. Payne, vice-president; Arthur R. Ross, secretary.

OFFICE: New York, N. Y.

STIVERS OFFICE SERVICE, RECORDS MANAGEMENT DIVISION
7 South Dearborn Street Est. 1952
Chicago 3, Illinois DEarborn 2-5210

PRINCIPALS: Clifford L. Stivers, senior partner; John T. Stivers, junior partner; Alfred H. Dorstewitz, manager.

OFFICES: Evanston, Ill.; Evergreen Park, Ill.; Oak Park, Ill.

SALES MANAGEMENT CONSULTANTS (90)

(See also: Marketing Consultants)

H. E. BODE AND ASSOCIATES Est. 1944
80 East Jackson Boulevard
Chicago 4, Illinois HA 7-6127

PRINCIPAL: Harold E. Bode, president.

BUSINESS INSTITUTE Est. 1949
221 North Robertson Boulevard
Beverly Hills, California Crestview 4-6771

PRINCIPALS: Walter T. Burns, partner; Harold L. Harris, partner.

SIDNEY EDLUND AND COMPANY
150 East 35th Street
New York 16, New York MU 5-3946

PRINCIPAL: Sidney Edlund, partner.

FRANK W. HANKINS & COMPANY, INC. Est. 1938
1605 Race Street
Philadelphia 3, Pennsylvania Rittenhouse 6-9126

PRINCIPALS: Frank W. Hankins, president; John P. Mange, vice-president; Frank J. Shirtz, vice-president.

W. W. HUTCHINS ASSOCIATES
633 Metropolitan Building
Minneapolis 1, Minnesota

WILLIAM C. HYATT Est. 1941
370 Lexington Avenue
New York 17, New York Murray Hill 3-3120

GRANVILLE B. JACOBS Est. 1931
14 Nottingham Road
Short Hills, New Jersey Drexel 6-2282

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THEODORE ALLEN JOHNSON — Est. 1939
49 West 32nd Street
New York 1, New York — LOngacre 5-1941
OFFICE: Belvidere, N. J.

ZENN KAUFMAN — Est. 1953
439 Madison Avenue
New York 22, New York — PLaza 3-4390

BUD NEWPORT & ASSOCIATES — Est. 1952
319 Tioga Court
Palo Alto, California — YOrkshire 8-0765
PRINCIPAL: Bud Newport, owner.

PHILLIPS MARKETWAYS, INC. — Est. 1948
37 South Wabash Avenue
Chicago 3, Illinois — RAndolph 6-3620
PRINCIPAL: Van L. Phillips, president.
OFFICE: New York, N. Y.

See Announcement page 54

EARL REYNOLDS — Est. 1939
2722 Bexley Park Road
Post Office Box 6551, Columbus 9, Ohio — Belmont 1-6200

See Announcement Second Cover

HARRY SIMMONS — Est. 1946
2130 Broadway
New York 23, New York — Susquehanna 7-1100

TRADEWAYS, INC. — Est. 1915
11 West 42nd Street
New York 36, New York — Longacre 5-3286
PRINCIPALS: William H. Lough, president and director of sales development services; Willard M. Fox, vice-president and director of research services; Jesse S. Nirenberg, director of psychological services.

UNDERSTANDING WASHINGTON — Est. 1957
Box 1202
Washington, D. C.
PRINCIPAL: Zane B. Gray.

WILLIAMS BUSINESS SERVICE, INC. — Est. 1957
347 Fifth Avenue
New York 16, New York — ORegon 9-5677
PRINCIPAL: Stanley Carr, president.

See Announcement page 54

FRANK DRAPER WILLIAMS — Est. 1950
420 Market Street
San Francisco 11, California — SU 1-2811

SALES MEETINGS AND CONVENTION SERVICES (91)

COMMERCIAL PICTURE EQUIPMENT, INC. — Est. 1950
1800 West Columbia Avenue
Chicago 26, Illinois — BRiargate 4-7795
PRINCIPALS: A. J. Bradford, president; D. P. Smith, vice-president.

See Announcement page 57

GREEN DUCK METAL STAMPING COMPANY — Est. 1906
1520 West Montana Street
Chicago 14, Illinois — LAkeview 5-7100
PRINCIPALS: J. B. Bond, president; E. L. Butler, vice-president, sales manager; E. W. Jordan, sales promotion manager; R. M. Johnson, sales executive, embossed products.
OFFICES: Los Angeles, Calif.; New York, N. Y.; St. Louis, Mo.

See Announcement This Page

LEONARD HICKS, JR., INC. — Est. 1945
505 North Michigan Avenue
Chicago 11, Illinois — MOhawk 4-5100
PRINCIPALS: Leonard Hicks, Jr., chairman of the board; Joe Daniels, president.
OFFICES: Cleveland, Ohio; Los Angeles, Calif.; Miami, Fla.; New York, N. Y.; San Francisco, Calif.; Washington, D. C.

ZENN KAUFMAN — Est. 1953
439 Madison Avenue
New York 22, New York — PLaza 3-4390

"THE MAN WHO APPLIES MAGIC TO SALES PROMOTIONS" — Est. 1949
1036 North Dearborn Parkway
Chicago 10, Illinois — WHitehall 4-4080
PRINCIPAL: Bob Sharpe, owner.

NATIONAL RENTAL & PROJECTION SERVICE — Est. 1955
3518 West Devon Avenue
Chicago 45, Illinois — IRving 8-9820
PRINCIPALS: R. G. Landis, New York; T. S. Roberts, Chicago; K. T. Smith, Omaha; M. L. Stoeppelwerth, Indianapolis; P. R. Swank, St. Louis.
OFFICES: Atlanta, Ga.; Atlantic City, N. J.; Boston, Mass.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Dallas, Texas; Dayton, Ohio; Denver, Colo.; Detroit, Mich.; Hartford, Conn.; Houston, Texas; Indianapolis, Ind.; Jacksonville, Fla.; Kansas City, Mo.; Los Angeles, Calif.; Louisville, Ky.; Memphis, Tenn.; Miami, Fla.; Milwaukee, Wis.; Minneapolis, Minn.; New Orleans, La.; New York, N. Y.; Omaha, Neb.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Ore.; Raleigh, N. C.; Richmond, Va.; St. Louis, Mo.; Salt Lake City, Utah; San Diego, Calif.; San Francisco, Calif.; Seattle, Wash.; Toledo, Ohio; Washington, D. C.; Wichita, Kansas.

See Announcement Back Cover

PHILLIPS MARKETWAYS, INC.

37 S. Wabash Ave., Chicago
RAndolph 6-3620

OR

331 Madison Ave., New York City
MUrray Hill 2-5237

for
- SALES MANAGEMENT CONSULTING
- SALES TRAINING
- RECRUITING AND SELECTION PROGRAMS

POETZINGER, DECHERT & KIELTY, INC. **Est. 1944**
36 South Wabash Avenue
Chicago 49, Illinois **STate 2-6977**

PRINCIPALS: John J. Kielty, president; Curt H. Dechert, vice-president; E. C. Hampe, Jr., vice-president.

SELL-O-PHONE WORKSHOP **Est. 1953**
49 West 32nd Street
New York 1, New York **LO 5-1941**

PRINCIPAL: Theodore Allen Johnson, managing director.

OFFICE: Belvidere, N. J.

SPECIAL EVENTS, INC. **Est. 1951**
222 East 46th Street
New York 17, New York **Murray Hill 2-2363**

PRINCIPALS: Herbert V. Gellendre, president; Edwin L. Neville, vice-president.

HOWARD WISEHAUPT SALES SERVICE **Est. 1921**
Box 281
Flagler Beach, Florida

PRINCIPALS: Howard J. Wisehaupt, president; F. Coles Drake, secretary-treasurer.

SALES PROMOTION CONSULTANTS (92)

(See also: Advertising)

CARTER AND GALANTIN, INC. **Est. 1948**
710 West Jackson Boulevard
Chicago 6, Illinois **ANdover 3-6546**

PRINCIPALS: Henry E. Carter, president; Bennett J. Nielsen, executive vice-president; Leland C. Jones, vice-president; Norman F. Kloker, vice-president; Edmund W. Thoss, secretary-treasurer.

OFFICES: Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.

THE CERRE COMPANY **Est. 1953**
753 Penobscot Building
Detroit 26, Michigan **WO 2-5485**

PRINCIPAL: Arthur A. Cerre, president and sales manager.

DeSALES CONSULTING SERVICE **Est. 1950**
11 Harding Avenue
White Plains, New York **WH 9-4444**

PRINCIPALS: Harold F. Hall, partner; Kathryne W. Hall, partner.

OFFICES: Boston, Mass.; Bronx, N. Y.; New York, N. Y.; Upper Darby, Pa.

FREDERICK ASSOCIATES **Est. 1953**
4490 Cass Avenue
Detroit 1, Michigan **TEmple 2-7837**

PRINCIPAL: Fred Hirschman, president.

INDUSTRIAL MARKETING SERVICES COMPANY **Est. 1945**
Highway 15, Post Office Box 772
Sparta, New Jersey **Lake Mohawk 8121**

PRINCIPAL: Lewis T. Bolger, president.

JAMES ROTTO **Est. 1955**
Union Trust Building
Washington 5, D. C. **Sterling 3-7776**

SHAPHREN SALES EVENTS **Est. 1952**
26546 Basswood Avenue
Rolling Hills, California **FR 8-4102**

PRINCIPALS: William Shaphren, associate; Margaret Shaphren, associate.

SALES TRAINING CONSULTANTS (93)

JAMES F. BENDER & ASSOCIATES **Est. 1954**
Box 128
Roslyn Heights, New York **Mayfair 1-3862**

PRINCIPALS: James F. Bender; Anne P. Bender.

GLEN M. BRONSON **Est. 1942**
1128 La Salle Avenue
Minneapolis 3, Minnesota **Federal 8-8841**

HOWARD E. CLARKE **Est. 1948**
1521 Kirk Street
Evanston, Illinois **GR 5-0071**

DR. NEWEL H. COMISH AND ASSOCIATES **Est. 1953**
962 East 18th Avenue
Eugene, Oregon **DI 4-6973**

PRINCIPAL: Dr. Newel H. Comish, chief.

JAMES C. FITZPATRICK, SR. **Est. 1954**
426 Sycamore Road
West Reading, Pennsylvania **Franklin 3-8646**

FLOREZ INCORPORATED **Est. 1938**
815 Bates Street
Detroit 26, Michigan **Woodward 2-4920**

PRINCIPALS: G. A. Florez, president; Paul Kelcourse, treasurer and general manager; Hans A. Erne, vice-president and secretary; J. Raymond Cooper, vice-president; John K. Kleene, vice-president; Ray B. Helser, vice-president.

FRANK W. HANKINS & COMPANY, INC. **Est. 1938**
1605 Race Street
Philadelphia 3, Pennsylvania **Rittenhouse 6-9126**

PRINCIPALS: Frank W. Hankins, president; John P. Mange, vice-president; Frank J. Shirtz, vice-president.

HENNING AND CHEADLE, INC. **Est. 1946**
1060 West Fort Street
Detroit 26, Michigan **WOodward 1-7688**

PRINCIPALS: Lester A. Henning, president; George R. Cheadle, vice-president.

OFFICE: Chicago, Ill.

PORTER HENRY & COMPANY, INC. **Est. 1947**
342 Madison Avenue
New York 17, New York **MUrray Hill 7-6450**

PRINCIPALS: J. Porter Henry, Jr., president; Alan B. Sinauer, vice-president; Lloyd S. Hunt, vice-president; Florence Eckstine, secretary-treasurer.

WALTER HORVATH **Est. 1932**
70 East 45th Street
New York 17, New York **LExington 2-2144**

PRINCIPALS: Walter Horvath, proprietor; Alice Motis, administrative assistant.

ZENN KAUFMAN **Est. 1953**
439 Madison Avenue
New York 22, New York **PLaza 3-4390**

KOTTCAMP & YOUNG **Est. 1947**
37 South Wabash Avenue
Chicago 3, Illinois **FRanklin 2-4650**

PRINCIPALS: John P. Kottcamp, Jr., partner; Gerald O. Young, partner.

LACY SALES INSTITUTE
81 Union Street
Newton Centre 59, Massachusetts

PRINCIPALS: Jack Lacy, president; Bill Crean, vice-president.

McADAMS SYSTEM **Est. 1937**
Box 1112
El Cajon, California **Hi 4-4152**

PRINCIPAL: Walter McAdams, owner.

OFFICE: Sao Pablo, Brazil, South America.

DAVID R. OSBORNE **Est. 1949**
304 Barbara Circle
Clearwater, Florida **3-3759**

PRINCIPAL: David R. Osborne.

PHILLIPS MARKETWAYS, INC. **Est. 1948**
37 South Wabash Avenue
Chicago 3, Illinois **RAndolph 6-3620**

PRINCIPAL: Van L. Phillips, president.

OFFICE: New York, N. Y.

See Announcement page 55

DR. J. S. SCHIFF **Est. 1948**
7 Old Orchard Road
New Rochelle, New York **New Rochelle 3-5807**

HARRY G. SWIFT & COMPANY **Est. 1917**
681 Market Street
San Francisco 5, California **Douglas 2-1136**

PRINCIPALS: Harry G. Swift, president; George W. Fuller, vice-president; Vernon E. Rudd, vice-president.

TRADEWAYS, INC. **Est. 1915**
11 West 42nd Street
New York 36, New York **Longacre 5-3286**

PRINCIPALS: William H. Lough, president and director of sales development services; Willard M. Fox, vice-president and director of research services; Jesse S. Nirenberg, director of psychological services.

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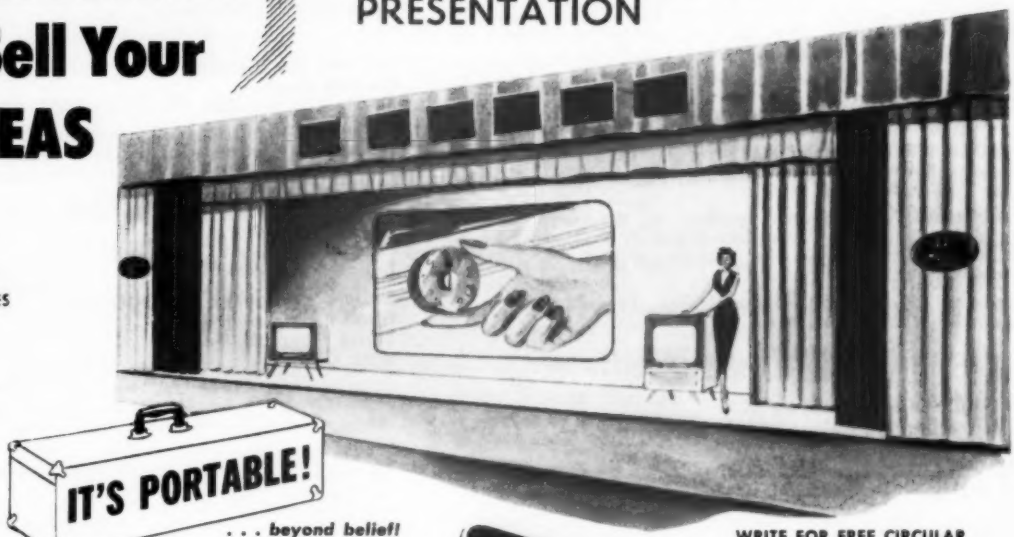
COMPLETE EQUIPMENT PACKAGE TAILORED FOR YOUR PRESENTATION



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CHICAGO 26, U.S.A.
BRiargate 4-7795

ELMER WHEELER INSTITUTE — Est. 1938
Box 7081
Dallas 9, Texas — **EM 1-2203**
PRINCIPALS: Clyde Phillips, vice-president; John Strauss, vice-president.

SALESMEN RECRUITMENT AND SELECTION (94)

BROWN EFFICIENCY BUREAU — Est. 1913
806 Guaranty Building
Indianapolis 4, Indiana — **ME 5-4408**
PRINCIPAL: Milo M. Haffner, owner-manager.

CARDALL ASSOCIATES — Est. 1949
Cardall's Corner
Yardley, Pennsylvania — **Hyatt 3-2458**
PRINCIPAL: Alfred J. Cardall, director.
OFFICE: Philadelphia, Pa.

NATIONAL PERSONNEL SERVICE, INC. — Est. 1948
1331 3rd Avenue
Seattle 1, Washington — **MUtual 2-3500**
PRINCIPALS: M. Douglas Wood, president; Richard M. Day, vice-president and general manager; W. Wesley Brock, vice-president.

PHILLIPS MARKETWAYS, INC. — Est. 1948
37 South Wabash Avenue
Chicago 3, Illinois — **RAndolph 6-3620**
PRINCIPAL: Van L. Phillips, president.
OFFICE: New York, N. Y.
See Announcement This Page

RETAIL CREDIT COMPANY — Est. 1899
1600 Peachtree Street, Northeast
Post Office Box 4081, Atlanta 2, Georgia — **Trinity 5-8321**
PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary and treasurer.
OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.
See Announcement page 23

SANITATION CONSULTANTS (95)

THEODORE J. KAUFFELD — Est. 1944
150 Broadway
New York 38, New York — **Digby 9-4488**
OFFICES: Morristown, N. J.; four more in New York, N. Y.
See Announcement page 4

PENNSYLVANIA INSECT CONTROL AND RESEARCH, INC. — Est. 1953
2635 Mount Carmel Avenue
Glenside, Pennsylvania — **TUrner 7-0117**
PRINCIPALS: Eugene J. Gerberg, president; Murray I. Cooper, director; Bernard J. Krafchick, secretary-treasurer.

SELECTION AND TRAINING (96)

MANAGEMENT RESEARCH ASSOCIATES — Est. 1956
185 North Wabash Avenue
Chicago 1, Illinois — **DEarborn 2-3007**
PRINCIPAL: Charles W. Nelson, executive director.

PERSONNEL ADMINISTRATION INCORPORATED — Est. 1954
25 Broadway
New York 4, New York — **DI 4-1188**
OFFICES: Montreal, Canada; Toronto, Canada; Birmingham, England; London, England; Manchester, England; Glasgow, Scotland; Adelaide, Australia; Melbourne, Australia; Sydney, Australia.

RAADGEVEND BUREAU IR. B. W. BERENSCHOT N. V. — Est. 1925
326 Huguenot Street
New Rochelle, New York — **Beverly 5-2288**
PRINCIPALS: Prof. B. W. Berenschot, president; J. Benard, manager, U. S. A. office.
OFFICE: Central Station, Amsterdam, The Netherlands.

PHILLIPS MARKETWAYS, INC.

37 S. Wabash Ave., Chicago
RAndolph 6-3620
OR
331 Madison Ave., New York City
MUrray Hill 2-5237

for
- SALES MANAGEMENT CONSULTING
- SALES TRAINING
- RECRUITING AND SELECTION PROGRAMS

RETAIL CREDIT COMPANY **Est. 1899**
1600 Peachtree Street, Northeast
Post Office Box 4081, Atlanta 2, Georgia **Trinity 5-8321**

PRINCIPALS: Preston C. Upshaw, president; Lewis R. Sams, vice-president and sales manager; W. C. Perry, secretary and treasurer.

OFFICES: In more than 227 cities of North America, serving United States, Canada, Cuba and Mexico. Foreign office in New York, N. Y., covers other countries throughout the world.

See Announcement page 23

SPACE PLANNING (97)

EBASCO SERVICES INCORPORATED **Est. 1905**
2 Rector Street
New York 6, New York **Digby 4-4400**

PRINCIPALS: F. C. Gardner, president; K. W. Reece, executive vice-president; E. P. Noppel, vice-president; H. H. Scaff, vice-president; W. H. Colquhoun, vice-president; E. K. Wilkins, vice-president.

OFFICES: Chicago, Ill.; Dallas, Texas; Portland, Ore.; San Francisco, Calif.; Washington, D. C.

STOCKHOLDER RELATIONS (98)

(See also: Annual Reports)

GEORGESON & COMPANY **Est. 1935**
52 Wall Street
New York 5, New York **HA 2-1470**

PRINCIPALS: Richard S. Nye; Gardner B. Perry; Edward C. Potter; John T. Von der Heide.

OFFICES: Boston, Mass.; Chicago, Ill.; Cleveland, Ohio; Los Angeles, Calif.; Philadelphia, Pa.; Pittsburgh, Pa.; San Francisco, Calif.

STANDARD RESEARCH CONSULTANTS, INC. **Est. 1928**
345 Hudson Street
New York 14, New York **Watkins 4-6400**

PRINCIPALS: Paul B. Coffman, president; Eugene S. Merrill, executive vice-president; Edgar N. Biffar, vice-president; Thomas P. Morrissey, vice-president; Ralph E. Badger, associate.

OFFICE: Paris, France.

SYSTEMS AND PROCEDURES (99)

(See also: Methods Engineering)

HAWORTH AND COMPANY **Est. 1953**
2944 Washington Boulevard
St. Louis 3, Missouri **JEfferson 5-1892**

PRINCIPAL: Clifford L. Haworth.

HOFFBERG ASSOCIATES **Est. 1954**
152 West 42nd Street
New York 36, New York **WIsconsin 7-6531**

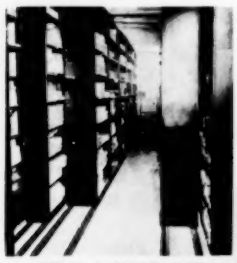
PRINCIPAL: Walter J. Hoffberg, president.

OFFICE: Teaneck, N. J.

LEAHY AND COMPANY **Est. 1948**
350 Fifth Avenue
New York 1, New York **Lackawanna 4-0323**

PRINCIPALS: Emmett J. Leahy, president; Matson Holbrook, vice-president; Edward T. Freel, vice-president; Mona Sheppard, vice-president; J. Stewart Elwell, assistant vice-president; J. H. Denny, controller.

OFFICES: Post Office Box 1153, Houston, Texas; Miami, Fla.



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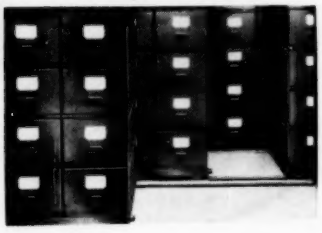
Our unique system of aisle elimination, proven since 1939, allows capacity increases by replacing wasteful aisles for rows of added storage equipment. YES, you can convert your existing equipment to

DOLIN MOBILE STORAGE



ONLY 1 AISLE FOR 6, 8 OR MORE ROWS
FREE LAYOUT SERVICE
DOLIN METAL PRODUCTS INCORPORATED
319-18 Lexington Ave.
Brooklyn 16, N. Y.

MANAGEMENT TOOLS, INC. **Est. 1948**
1346 Chestnut Street
Philadelphia 7, Pennsylvania **Kingsley 6-1824**

PRINCIPAL: Thomas W. Pierie, president.

NAREMCO SERVICES, INC. **Est. 1957**
555 Fifth Avenue
New York 17, New York **OXford 7-0290**

PRINCIPALS: Robert A. Shiff, president; Alan G. Negus, vice-president; Thornton W. Mitchell, regional manager, San Francisco; David A. Cunnison, regional manager, Chicago.

OFFICES: Chicago, Ill.; San Francisco, Calif.

RICHARD NEUMAIER **Est. 1945**
1422 Chestnut Street
Philadelphia 2, Pennsylvania **Rittenhouse 6-4733**

O'TOOLE ASSOCIATES INCORPORATED **Est. 1945**
220-02 Hempstead Avenue
Queens Village 29, New York **Hollis 4-0942**

PRINCIPALS: Edward F. O'Toole, president; Raymond J. W. O'Toole, vice-president and secretary; Michael J. McConnon, vice-president; Robert E. Most, vice-president; Edward H. Dinnegan, vice-president; Marianne O'Toole, treasurer.

J. LAYTON RILEY **Est. 1942**
770 Harrison Street
San Francisco 7, California **Garfield 1-2858**

PRINCIPALS: J. Layton Riley, owner; Fred Reel, Jr., insurance analyst; C. K. Lundborg, control analyst.

SEAMAN AND COMPANY, INC. **Est. 1955**
925 Beverly
Deerfield, Illinois **Windsor 5-1898**

PRINCIPALS: William H. Seaman, president and treasurer; Delight A. Seaman, vice-president and secretary.

TAX MATTERS (100)

HERMAN W. BOLTE & COMPANY **Est. 1939**
Flood Building
San Francisco 2, California **EXbrook 7-0323**

PRINCIPAL: Herman W. Bolte, owner.

CHARLES B. KREBS & COMPANY, INC. **Est. 1954**
3450 West 43rd Street, Suite 216
Los Angeles 8, California **AXminster 2-0361**

PRINCIPALS: Charles B. Krebs, president; John W. Robertson, treasurer.

GUY S. ROSS & COMPANY **Est. 1945**
6113 West Diversey Avenue
Chicago 39, Illinois **TU 9-5070**

PRINCIPAL: Guy S. Ross, owner.

TEMPORARY OFFICE PERSONNEL (101)

(See also: Office Help Services)

MANPOWER, INC. **Est. 1948**
820 North Plankinton
Milwaukee 3, Wisconsin **BR 2-8500**

PRINCIPALS: A. Scheinfeld, chairman of the board; E. L. Winter, president; J. H. Frank, executive vice-president; J. Scheinfeld, vice-president; Milton Berland, controller.

OFFICES: In principal cities.

STATISTICAL TABULATING CORPORATION **Est. 1933**
53 West Jackson Boulevard
Chicago 4, Illinois **HArrison 7-4500**

PRINCIPAL: Michael R. Notaro, president.

OFFICES: Cleveland, Ohio; Kansas City, Mo.; Los Angeles, Calif.; New York, N. Y.; St. Louis, Mo.

STIVERS OFFICE SERVICE **Est. 1945**
7 South Dearborn Street
Chicago 3, Illinois **DEarborn 2-5210**

PRINCIPALS: Clifford L. Stivers, partner; John T. Stivers, partner; Harold W. Dickhut, general manager.

OFFICES: Evanston, Ill.; Evergreen Park, Ill.; Oak Park, Ill.

WORKMAN SERVICE, INC. — Est. 1929
320 North Dearborn Street
Chicago 10, Illinois — WHitehall 4-6255

PRINCIPALS: S. L. Workman, president and treasurer; W. H. Yates, executive vice-president and secretary; W. J. Carson, vice-president.

OFFICES: Los Angeles, Calif.; Minneapolis, Minn.; New York, New York.

See Announcement page 3

TIME-STUDY ENGINEERS (102)

BERGER-SACCO ASSOCIATES
175 Fifth Avenue
New York 10, New York

TRAFFIC AND SHIPPING CONSULTANTS (103)

CARMICHAEL TRAFFIC CORPORATION
656 South Los Angeles Street
Los Angeles 14, California — TRinity 5705

PRINCIPALS: F. A. McDonald, president; F. W. Turcotte, vice-president; J. O. Goldsmith, secretary-treasurer.

CONSOLIDATED TRAFFIC BUREAU — Est. 1919
549 West Washington Boulevard
Chicago 6, Illinois — FR 2-5343

PRINCIPALS: Harry E. Wolff, owner; Robert A. Coplan, traffic consultant.

CONSOLIDATED TRAFFIC SERVICE — Est. 1955
111 East Broadway
Glendale 5, California — Chapman 5-2140

PRINCIPALS: George M. McPheeters, president and general manager; M. L. McPheeters, vice-president and treasurer.

R. E. DAVIS & ASSOCIATES — Est. 1943
681 Market Street, Suite 818
San Francisco 5, California — GArfield 1-8131

PRINCIPAL: R. E. Davis, owner.

FREIGHT TRANSPORTATION ENGINEERS, INCORPORATED
1240 West Lawrence Avenue — Est. 1915
Chicago 40, Illinois — LOngbeach 1-9297

PRINCIPALS: M. J. Glaser, president; C. E. Lindemann, vice-president.

See Announcement This Page

HERMAN C. JACOBSEN — Est. 1954
332 South Michigan Avenue
Chicago 4, Illinois — WEbster 9-4334

LEBO TRAFFIC CONSULTANT SERVICE — Est. 1950
3 Park Row
New York 38, New York — Rector 2-1588

PRINCIPAL: Serin E. Lebo.

MANUFACTURER'S TRAFFIC SERVICE — Est. 1948
92 Liberty Street
New York 6, New York — Worth 4-2870

PRINCIPALS: Edwin F. O'Hanlon, partner; Victor C. Carreiro, partner.

MATTHEWS-SILVIUS TRAFFIC SERVICE — Est. 1947
465 California Street
San Francisco 4, California — GArfield 1-8756

PRINCIPAL: Alan Silvius, owner.

MICHIGAN TRAFFIC COMPANY — Est. 1932
22720 Woodward Avenue
Ferndale 20, Michigan — Lincoln 1-2025

PRINCIPAL: Dale Edwards, partner.

DOUGLAS MILLER — Est. 1953
Malverne Bank Building
Malverne, New York — Lynbrook 9-9605

NOLAN & CUNNINGS — Est. 1920
5109 East Seven Mile Road
Detroit 34, Michigan — Forest 6-6300

PRINCIPALS: N. M. Jarvis, president; E. F. Wenz, sales and traffic manager.

WAGE MEASUREMENT AND INCENTIVES (104)

JOHN J. PLOCAR COMPANY — Est. 1940
46 Atlantic Street
Stamford, Connecticut — Davis 4-6149

PRINCIPAL: John J. Plocar, owner.

WASTE MATERIAL MARKETING CONSULTANTS (105)

JAMES FLETT ORGANIZATION, INC. — Est. 1918
400 West Madison Street
Chicago 6, Illinois — RAndolph 6-0950

PRINCIPALS: James Flett, chairman of the board; John T. Kiley, president.

OFFICES: Boston, Mass.; Cleveland, Ohio; Detroit, Mich.; Los Angeles, Calif.; New York, N. Y.

See Announcement page 64

WORK SIMPLIFICATION (106)

(See also: Methods Engineering and Systems and Procedures)

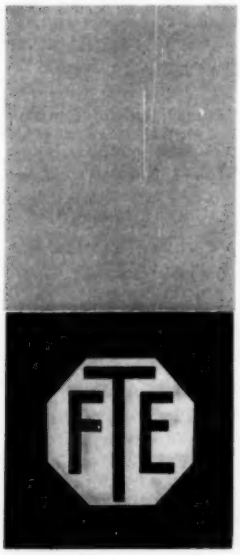
CLIFTON H. COX COMPANY — Est. 1946
99 Lincoln Park
Newark 5, New Jersey — Mitchell 2-1225

PRINCIPAL: Clifton H. Cox, president.

S. J. FECHT AND ASSOCIATES — Est. 1950
30 North La Salle Street
Chicago 2, Illinois — AN 3-6464

PRINCIPAL: S. J. Fecht, president.

OFFICE: Ridgewood, N. J.



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We Offer a Service of Transportation Cost Control

Consultants Since 1915

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General Traffic Counsellors and Auditors of Freight Accounts

1240 West Lawrence Avenue
Chicago 40, Illinois

M. J. GLASER, President — C. E. LINDEMANN, Vice-President

Integrity • Ability • Experience

SEAMAN AND COMPANY, INC. **Est. 1955**
925 Beverly
Deerfield, Illinois **Windsor 5-1898**

PRINCIPALS: William H. Seaman, president and treasurer; Delight A. Seaman, vice-president and secretary.

WORK SIMPLIFICATION CONFERENCES **Est. 1932**
45 West 10th Street
New York 11, New York **Gramercy 5-6520**

PRINCIPALS: Allan H. Mogensen, director; Professor Herbert F. Goodwin, assistant director; Mrs. F. Parker, business manager.

OFFICE: Box 30, Lake Placid, N. Y.

CANADIAN CONSULTANTS

ADVERTISING AGENCIES (C-1)

VICKERS & BENSON LTD. **Est. 1925**
1440 St. Catherine Street West
Montreal, Quebec, Canada

PRINCIPALS: R. H. Vickers, president; D. F. Benson, executive vice-president.

OFFICE: Toronto, Ont., Canada.

ASSOCIATION MANAGEMENT (C-2)

E. B. HIGGINS & ASSOCIATES **Est. 1950**
Suite 303, 32 Front Street West
Toronto 1, Ontario, Canada **EMpire 6-4981**

PRINCIPALS: E. B. Higgins, president; S. E. Dance, secretary-treasurer.

CONSULTING ENGINEERS (C-3)

LUCIEN BELANGER & ASSOCIATES **Est. 1952**
781 Rockland Avenue
Montreal 8, Quebec, Canada **CR 2-7152**

PRINCIPALS: Lucien Belanger, chief engineer; Jean Paul Gelinas, supervising engineer; Serge B. Riazanoff, senior management consultant.

KCS DATA CONTROL LTD.
880 Bay Street
Toronto 5, Ontario, Canada **WAlnut 4-0929**

CREDIT AND COLLECTION SERVICES (C-4)

ASSOCIATED SPECIAL INVESTIGATORS, BUREAU OF INVESTIGATION AND PROTECTION SERVICE **Est. 1945**
46 Princess Street
St. John, New Brunswick, Canada **OX 2-9191**

PRINCIPAL: Cecil E. Hubley, managing director.

EXECUTIVE RECRUITMENT (C-5)

EXECUTIVE SEARCH (CANADA) LTD. **Est. 1957**
McColl-Frontenac Building, 1425 Mountain Street
Montreal 25, Quebec, Canada **AVenue 8-3223**

PRINCIPALS: B. W. Glover, president; M. V. Handly, secretary.

FINANCIAL MANAGEMENT (C-6)

KENDALL AND SAVAGE LTD. **Est. 1955**
610 St. James Street West
Montreal 3, Quebec, Canada **Vi 9-6397**

PRINCIPALS: George C. Kendall, partner; Hugh B. Savage, partner.

INVESTIGATION SERVICES (C-7)

ASSOCIATED SPECIAL INVESTIGATORS, BUREAU OF INVESTIGATION AND PROTECTION SERVICE **Est. 1945**
46 Princess Street
St. John, New Brunswick, Canada **OX 2-9191**

PRINCIPAL: Cecil E. Hubley, managing director.

CANADIAN DETECTIVE BUREAU **Est. 1935**
Examiner Building
Calgary, Alberta, Canada **AMherst 2-22691**

PRINCIPAL: Harold J. Helps, principal and owner.

LABOR RELATIONS CONSULTANTS (C-8)

SHARMAN K. LEARIE **Est. 1938**
46 Ontario Street
St. Catharines, Ontario, Canada **MU 4-1111**

MANAGEMENT CONSULTANTS (C-9)

BOIS, McCAY & ASSOCIATES LTD. **Est. 1953**
1509 Sherbrooke Street West
Montreal 25, Quebec, Canada **WE 7-2837**

PRINCIPALS: J. S. Bois, president; James T. McCay, vice-president.

GLOVER ASSOCIATES (CANADA) LTD. **Est. 1956**
McColl-Frontenac Building, 1425 Mountain Street
Montreal 25, Quebec, Canada **AVenue 8-3223**

PRINCIPALS: B. W. Glover, president; M. V. Handly, secretary.

LEETHAM, SIMPSON LIMITED **Est. 1946**
550 Sherbrooke Street West
Montreal, Quebec, Canada **PLateau 4125**

PRINCIPALS: J. W. Simpson, president; F. W. Judge, vice-president; J. D. Pawling, manager, industrial engineering; B. H. Lloyd, manager, operations research.

STEVENSON & KELLOGG, LTD. **Est. 1934**
4123 Sherbrooke Street West
Montreal, Quebec, Canada **Wilbank 5107**

PRINCIPALS: N. O. Paquette, president and managing director, Vancouver; B. D. McAuley, vice-president, eastern operations, Toronto; F. R. Manuel, vice-president, Toronto.

OFFICES: Toronto, Canada; Vancouver, Canada.

URWICK, CURRIE LIMITED **Est. 1955**
1494 Sherbrooke Street West
Montreal, Quebec, Canada **WEllington 7-7419**

PRINCIPALS: Lyndall F. Urwick, joint chairman; George S. Currie, joint chairman; Bruce A. C. Hills, president.

OFFICE: Toronto, Ont., Canada.

J. D. WOODS & GORDON LIMITED **Est. 1932**
15 Wellington Street West
Toronto 1, Ontario, Canada **EMpire 8-2751**

PRINCIPALS: J. D. Woods, chairman; W. L. Gordon, president; G. P. Clarkson, vice-president; J. A. Lowden, vice-president; Ralph Presgrave, vice-president.

OFFICES: Montreal, Que., Canada; Vancouver, B. C., Canada.

PENSION PLANNING (C-10)

WILLIAM M. MERCER LIMITED **Est. 1945**
580 Hornby Street
Vancouver, British Columbia, Canada **MUtual 3-7551**

PRINCIPALS: William M. Mercer, president; William D. Welsford, executive vice-president.

OFFICES: Calgary, Canada; Montreal, Canada; Toronto, Canada; Windsor, Canada; Winnipeg, Canada.

PUBLIC RELATIONS CONSULTANTS (C-11)

BRAKELEY PUBLIC RELATIONS LTD. **Est. 1952**
1520 Mountain Street
Montreal 25, Quebec, Canada **PLateau 6415**

PRINCIPALS: G. A. Brakeley, Jr., president and treasurer; G. W. Brown, vice-president, secretary and general manager; D. J. Duff, vice-president; W. Z. Stevenson, vice-president; F. Zalloni, vice-president.

OFFICE: Toronto, Ont., Canada.

JOHN DOHERTY AND COMPANY LIMITED **Est. 1955**
46 Elgin Street
Ottawa 4, Ontario, Canada **CE 2-9418**

PRINCIPAL: John W. Doherty, president.

CLIFF HALE LIMITED **Est. 1957**
230 James Street South
Hamilton, Ontario, Canada **JAckson 9-7557**

PRINCIPAL: Clifford W. Hale, president.

PHILIPPE HURTEAU & COMPANY Est. 1950
Shell Tower Building, Suite 219
Montreal, Quebec, Canada UNiversity 6-4925
PRINCIPAL: Philippe Hurteau, president and general manager.

PUBLIC & INDUSTRIAL RELATIONS LIMITED Est. 1946
1800 Sherbrooke Street West
Montreal 25, Quebec, Canada WEllington 7-4641
PRINCIPALS: H. E. Freeman, president; G. D. Brown, vice-president; J. B. Vaughan, director.
OFFICES: Saint John, N. B., Canada; Toronto, Ont., Canada; Vancouver, B. C., Canada.

TISDALL, CLARK & COMPANY LIMITED Est. 1953
60 St. Clair Avenue West
Toronto 7, Ontario, Canada WAlnut 3-0943
PRINCIPALS: Joseph A. P. Clark, president; Charles W. Tisdall, first vice-president; Stewart M. Anderson, second vice-president.

RECORDS MANAGEMENT CONSULTANTS (C-12)

THE RECORDS MANAGEMENT COMPANY OF CANADA Est. 1956
1449 St. Alexander Street
Montreal, Quebec, Canada AVenue 8-7900
PRINCIPALS: William J. Gray, principal; J. C. Husk, principal; M. F. Ford, senior associate.

SALES TRAINING CONSULTANTS (C-13)

BENWELL SALES TRAINING COURSES, CLINICS Est. 1919
1956 Comox Street
Vancouver 5, British Columbia, Canada Pacific 8460
PRINCIPALS: F. W. Benwell, president; Carey Croft, vice-president.

FOREIGN CONSULTANTS

CONSULTING ENGINEERS (F-1)

DR. PAUL MANGOLD Est. 1932
30 rue du Rhone
Geneva, Switzerland 25 67 21

PETROLE CHIMIE Est. 1950
45 Bvd. de la Gare
Paris 13, France POR 7142
PRINCIPALS: Thoma Reis; J. Zundel.

EXPORT-IMPORT CONSULTANTS (F-2)

C. F. SANDBERG Est. 1946
Raadhusgt. 8,
Oslo, Norway 42 06 46

INDUSTRIAL ENGINEERS (F-3)

ROBERTO ELLEZINGUE Est. 1953
1 Avenida No. 4-31
Guatemala 1, Guatemala 9763

LOUIS A. FERNEY Est. 1954
Westbourne Terrace 93
London, W. 2, England

ICME INDUSTRIAL CONSULTING & MANAGEMENT ENGINEERING COMPANY Est. 1954
Genferstrasse 11
Zurich 2, Switzerland 23. 97. 12
PRINCIPALS: John G. Fient, partner; Henry E. Stettbacher, partner.
OFFICES: Icme International, London, England; Grundlsee-Steiermark, Austria; Piacenza, Italy.

MANAGEMENT CONSULTANTS (F-4)

THE WALLACE ATTWOOD COMPANY Est. 1938
Chantrey House, Eccleston Street
London, S.W.1., England Sloane 0311
PRINCIPALS: Wallace Attwood; B. G. W. Attwood.
OFFICE: Birmingham, England.

T. BAK-JENSEN Est. 1945
1 Vester Farimagsgade
Copenhagen, Denmark By 4005

DR. MAX BEER Est. 1952
Maulbeerstrasse 9
Bern, Switzerland 22461

THE F. R. BENTLEY COMPANY Est. 1938
128 Mount Street
London, W. 1, England Grosvenor 3696
PRINCIPAL: F. R. Bentley.

BUREAU DE ORGANIZACAO RACIONAL APLICADA Est. 1944
Rua Maestro Elias Lobo, 616
Sao Paulo, Brazil 8-4227
PRINCIPALS: Jaime R. Mouette, president; Paulo Ayres Filho, vice-president; Balilla Aldegheri, principal; Luiz Carlos Montezuma, principal.

DEL ROSARIO & CO. Est. 1951
Post Office Box 1768
Manila, Phillippines 3-73-64
PRINCIPALS: Anselmo T. Del Rosario; Dominador R. Rualo; Francisco Abraham.

ASBJORN HABBERSTAD A/S Est. 1940
Konowsgt. 8,
Oslo, Norway 67. 47. 80
PRINCIPAL: Asbjorn Habberstad, president.
OFFICES: Bergen, Norway; Kristiansand S, Norway; Stavanger, Norway; Gothenborg, Sweden; Sao Paulo, Brazil.

PALLE HANSEN & K. G. JENSEN Est. 1941
Norrevold 11
Copenhagen K, Denmark MI 1365
PRINCIPALS: Prof. Palle Hansen; K. G. Jensen.

ICME INDUSTRIAL CONSULTING & MANAGEMENT ENGINEERING COMPANY Est. 1954
Genferstrasse 11
Zurich 2, Switzerland 23. 97. 12
PRINCIPALS: John G. Fient, partner; Henry E. Stettbacher, partner.
OFFICES: Icme International, London, England; Grundlsee-Steiermark, Austria; Piacenza, Italy.

INDUSTRIFORBUNDETS RATIONALISERINGSKONTOR A/S Est. 1928
Munkedamsveien 53 b
Oslo, Norway 429820
PRINCIPALS: Bernhard Hellern, president; Egil Folkvard, chief engineer.
OFFICES: Bergen, Norway; Stavanger, Norway.

INDUSTRIKONSULENT A/S Est. 1945
Hoff ter 2
Oslo, Norway Oslo 558495
PRINCIPALS: Lars Mjos, president; Gunnar Gran, vice-president; Harald Mathisen, vice-president; Birger Meling, vice-president; Johan Sagen, vice-president.
OFFICES: Bergen, Norway; Stavanger, Norway; Reykjavik, Iceland.

INTERAMERICAN ENTERPRISES CORPORATION Est. 1955
773 Ceres Street
Rio Piedras, Puerto Rico 6-2076
PRINCIPALS: H. E. Moore, chairman of the board, and president; C. Moore, vice-president-treasurer, secretary; A. Menendez, director.

ORGANISATION PAUL PLANUS Est. 1928
233, Fbg St-Honore Paris 8eme
Paris, France WAGram 78-63
PRINCIPALS: Paul Planus, manager; Maguy Katz, director; Andre Boehm, director; Andre Gillonnier, director; Roger Lombard, director; Jules Teinturier, director; Michel Teper, director.
OFFICE: Organisation Paul Planus (Departement Formation) 4 Avenue Theodore Rousseau, Paris, 16eme.

RASTOR MANAGEMENT CONSULTANTS Est. 1942
Satamakatu 4 A
Helsinki, Finland Helsinki 11-956
PRINCIPALS: Leo I. Suurla, managing director; Ilmo Ahola, partner; Antero Kallio, partner; Pentti Kauhala, partner; Matti Meriluoto, partner; Tauno Olkkonen, partner; Erkki Lampen, department manager; J. L. Rothberg, partner; P. Valisalo, partner.
OFFICE: Lahti, Finland.

PERSONNEL ADMINISTRATION (A'ASIA) PTY. LTD. **Est. 1949**
34 Queens Road
Melbourne S.C.2, Victoria, Australia **BM 2561**

PRINCIPAL: H. L. Rushton, managing director.

OFFICES: Adelaide, South Australia; Brisbane, Queensland, Australia; Melbourne, Victoria, Australia; North Sydney, New South Wales, Australia.

URWICK, ORR & PARTNERS LIMITED **Est. 1934**
29, Hertford Street
London W.I., England **GROsvenor 4712**

PRINCIPALS: L. Urwick; H. A. Macdonald; W. Coutts Donald; D. B. Mirk; W. M. Codrington; A. Collis Jones; W. R. Spencer.

OFFICES: Glasgow, England; Manchester, England; Leeds, Yorks, England; Leamington Spa, Warwicks, England; London, England; Dublin, England.

JOHN P. YOUNG & ASSOCIATES PTY. LTD. **Est. 1953**
2 Glen Street
Hawthorn E.2, Victoria, Australia **WA 1491**

PRINCIPALS: John P. Young, governing director; M. M. Henderson, director.

OFFICES: Adelaide, South Australia; Brisbane, Queensland, Australia; Sydney, New South Wales, Australia.

MARKETING CONSULTANTS (F-5)

THE SWEDISH WHOLESALE TRADE RESEARCH INSTITUTE
Master Samuelsgatan 32 **Est. 1942**
Stockholm, Sweden

PRINCIPAL: Curt Sandstrom, managing director.

PERSONNEL MANAGEMENT CONSULTANTS (F-6)

STICHTING PERSONEELSBELEID **Est. 1952**
Telgen 13
Hengelo (0), Netherlands **K 5400-4558**

PRINCIPAL: Dr. J. van Vucht Tijssen.

THE SWEDISH COUNCIL FOR PERSONNEL ADMINISTRATION
Hantverkargatan 78 **Est. 1952**
Stockholm K, Sweden **541310**

PRINCIPAL: Rolf Lahnhagen, president.

OFFICES: Goteborg, Sweden; Malmo, Sweden.

SYSTEMS AND PROCEDURES (F-7)

PIERRE R. RICHARD, INGENIEUR CONSEIL EN ORGANISATION
1, rue Louis David **Est. 1952**
Paris 16, France **TROcadero 90-92**

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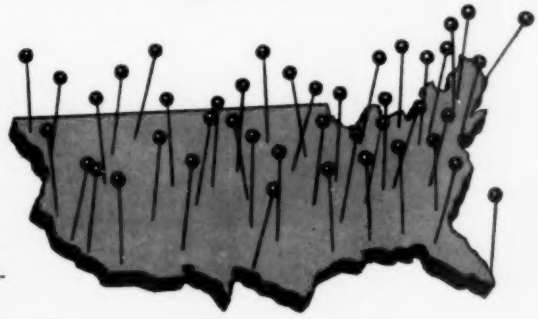

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